

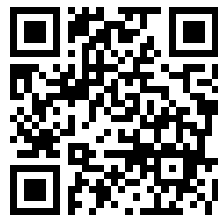


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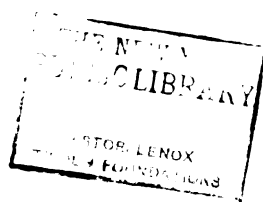














*Paul Harris*

# HARDWARE ADVERTISING FOR THE RETAILER

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A Concise Treatise on the  
Principles of Successful  
Hardware Advertising,  
Written Especially for the  
Retailer and Giving Prac-  
tical Examples of Hard-  
ware Advertisements to  
Illustrate Each Principle

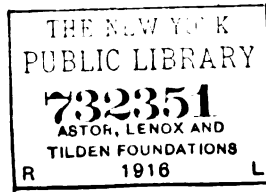
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*By* **BURT JAY PARIS**

*Editor "Publicity for the Retailer" Section Hardware Age*

NEW YORK  
DAVID WILLIAMS COMPANY  
231-241 WEST 39TH STREET  
1913

*DWA*



Copyright, 1913  
By DAVID WILLIAMS COMPANY

How War  
Began  
Was

THE SCIENTIFIC PRESS  
ROBERT DRUMMOND AND COMPANY  
BROOKLYN, N. Y.

## Preface

As ITS title indicates, this book covers the subject of retail advertising from the viewpoint of the hardware dealer, exclusively. It is this fact which differentiates the book from other contemporary volumes on retail publicity.

The advertising needs of the hardware dealer are unlike those of any other retail merchant. Hence, it is obvious that no general treatise on retail advertising designed for *all* branches of retail trade can do full justice to the hardware dealer.

The scope of the book, however, is not limited by its individual appeal; practically every ramification of the broad subject of retail advertising is touched upon. The hardware dealer may make profitable use of the information outlined in each and every section.

In conception and substance, this volume is unique. The object has been first to describe means and methods and then to illustrate their practical application by examples of the actual work of hardware dealers themselves.

It is patent that when actual work, that has proven its merit on the firing line, is used to illustrate the methods outlined, there can be little doubt or theory as to the practicability of these methods.

The experience of progressive hardware dealers throughout this country and Canada, covering a period of more than three years, is brought to a focus in Chapters XXXIV to XL. The advertising reproduced touches upon practically every article sold in the hardware store, and the individual comments enable you to analyze each piece of advertising, thereby bringing to light, in a clear, logical manner, the underlying principles made use of in its preparation. All the newspaper ads shown in this book have been reduced one-half in size so that they could be used in a volume of this proportion.

This volume is written so as to take into consideration the requirements of all types of hardware stores. It will prove equally valuable to the hardware man behind the cross-roads store and to his brothers in the towns and cities.

BURT J. PARIS

August, 1913.





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## CHAPTER I

# Preparation of Ad Copy

**T**HROUGHOUT this book we shall have occasion to use the word "copy" very frequently. We mean by copy the text matter or the "wording" of the ad. This is the accepted meaning of the word among advertising men. To the printer, "copy" means that which is to be "set up," including the text, border ornamentation and illustrations. It will be well for the hardware dealer to keep this distinction in mind, in his dealings with his printer and the newspaper compositor.

### COPY, THE VITAL FACTOR IN ADVERTISING

Copy, more than any one other thing, perhaps, has been the means of enveloping the subject of advertising in a shroud of mystery. And because it is the most vital factor in all advertising, it is little wonder that retail hardware advertising in general is not producing results commensurate with the vast investment it to-day represents.

### GOOD COPY EASILY PREPARED

Let the hardware dealer understand, at the beginning of this work, that the preparation of good selling copy is something within his easy reach. He need be neither a college graduate nor a literary light to write messages to the people that will make them buy his goods. If he but only knew that the forceful advertising writers of to-day have long ago discarded any attempts at "clever writing" and dazzling rhetorical effects, he would immediately have more confidence in his ability to produce good copy. Good copy does not consist of glib statements and cleverly distorted facts. *Good copy is the result of an understanding of human nature and the article to be advertised.*

### THE STUDY OF HUMAN NATURE

Right here the hardware man may say to himself: "To understand the goods I carry is simple enough, but how can I hope to master the philosophy of human nature?" It would be a stupendous task indeed, to comprehend all the ramifications of the human mind, but he need concern himself with but one phase of human nature—the fulfillment of desire, or in other words, the actions of mind which lead to acquirement or actual purchase.

It is obvious that the bare necessities of life are purchased as a matter of mere routine, practically no argument of mind preceding their acquirement. Immediately we go further we find that a purchase must be the result of a desire created. Our study of human nature concerns the ways and means to create desire strong enough to induce purchase. In creating desire there are two general restrictions to overcome: the limitations of income and unwillingness to part with money. The first condition is the most difficult to overcome. The installment plan of purchase was the first great step that swept away limitations of income. But the hardware dealer does not find it practicable to base his entire sales policy on the installment idea. For that reason his ads on articles that involve a considerable expenditure must be written to arouse desire to the highest pitch, because where income is limited, the process of selection enters. In other words, a person will buy that for which the strongest desire has been aroused and the purchase of other things less desired will be necessarily foregone.

The second restriction, unwillingness to spend money, is fostered by the habits of thrift characterizing the great middle class who represent the balance of purchasing power. Therefore desire must be strong to overpower this inborn habit of mind.

#### A MISTAKE TO AVOID

If the hardware man will bear in mind the comparative strength of these two conditions restricting the fulfillment of desire, he will avoid the great mistake made daily in hardware advertising: that of writing a stronger ad on an article easily purchasable than on an article whose purchase will tax the resources of most families.

#### THE APPEAL TO THE HUMAN MIND

Before desire can be created, a definite appeal must be made. The appeal of the ad is that which arouses desire. There are innumerable ways in which to appeal to human nature, but the hardware dealer has use for only a certain number which may be broadly classified as follows:

1. The love of pleasure and enjoyment.
2. The love of comfort, ease and convenience.
3. The gratification of the senses of sight and touch.
4. The love of appreciation and praise.
5. The love of gain.
6. The love of economy, saving and thrift.

To enable the hardware man to gain a working knowledge of human nature sufficient for his purposes, we will treat briefly the nature of each of the appeals.


No. 1. *The Love of Pleasure and Enjoyment.* Everyone likes to enjoy himself and most people will spend money for things that will afford them pleasure. Take for instance, outdoor sports. If the delights of tennis, golf,



Delicious Coffee every Morning  
and always the same with  
**Rochester Percolator**  
Popular in Price - Simple to Operate - Easy to Clean  
**SAVES NEARLY HALF**  
because it extracts all of the good of the coffee  
Ask for our illustrated  
Folder: "How to  
Make Delicious  
Coffee."  
ALL SIZES

**W. H. Briggs Hardware Co.**

FIG. 1.



**A LITTLE** more time to read and rest, is a crying need in the average home. Too little thought is given to the number of hours spent by the mother every day, cooking and baking and cleaning pots and pans.

**A Jewel Fireless Cook Stove**

will cut those hours in two. it will bake, roast and boil without attention, the number of utensils will be reduced to a minimum, and what there are, are pure aluminum—easy to clean.

Then no one's appetite is spoiled by the smell of cooking foods, because the odors, empty minute particles of the food itself, stay where they belong, within the cooker. Really you've never tasted perfect cooking unless you've eaten a meal cooked in a modern fireless stove, like the Jewel.

The Jewel is all aluminum lined, and is equipped with iron radiators, and pure aluminum utensils. We have a special price this spring on the new \$21, 3-compartment Jewel,

**\$19.00**

**THE HAYNES CO.**

FIG. 2.



ANNOUNCING  
**BLUEBELLE**  
THE NEW ENAMELEDWARE

**THE ENAMELWARE STORE**

If new colors in Millinery and other dress accessories, why not occasionally in KITCHEN UTENSILS?  
Introducing this week the new and beautiful

**BLUEBELLE**

Enameled Ware, thus adding still another to the attractive lines already shown here, this store greatly strengthens its importance as a distributor of high grade Kitchen Ware

BlueBelle is now...just now on the market...the latest achievement, the final product of skill and experimentation.. It's the last word in enamel ware making and the best one.

Blue and white? Yes, all white inside, the exterior being a dainty blend of blues. It's nothing like the old timey pided ware you've grown so weary of. It's altogether DIFFERENT, just what you'd expect from its name.

PRICES: Much less than you've paid for the old styled mottled ware.

QUALITY: We want every housewife to see it and will give 144 drinking cups

**FREE**

a BLUEBELLE drinking cup to every School Girl or boy who will call at our store on Friday afternoon April 14th between the hours of 3 and 5 o'clock. Only 144 to be given away

*Riggs*

FIG. 3.

hunting, etc., are pictured in an ad, the reader will have a greater desire to participate in the sport and buy the necessary equipment than he would if the ad were simply a matter-of-fact description of sporting paraphernalia.

In featuring a coffee percolator, many hardware dealers dwell upon its construction. In this, they fail to gauge human nature accurately. The real appeal is the love of pleasure—the delight of well-made coffee. (See Fig. 1.)

No. 2. *The Love of Comfort, Ease and Convenience.* To illustrate this appeal, take the fireless cooker. This device will lessen the labor of cooking to a marvelous extent. Therefore the main appeal must be directed to the love of ease and comfort. See Fig. 2. The kitchen cabinet enables the housewife to have her working equipment at her finger's end. The appeal then should be based on the love of convenience.



FIG. 4.

will not buy them. Here the appeal of touch would be strong.

No. 4. *The Love of Appreciation and Praise.* The appeal can be used effectively in presenting articles that lend to the attractiveness of the home. See Fig. 4. It is a well-known fact that many people desire beautiful home equipment largely for the effect it will have on others. In furniture ads, for instance, this appeal would be especially strong. A great deal of delicacy is required in presenting this appeal, however, and it should be accomplished by inference rather than by bald statement.

No. 5. *The Love of Gain.* This is the appeal to the bargain instinct. It should, of course, be the main appeal of the special-sale ad. This is perhaps the strongest appeal that can be made to the human mind. Its overpowering strength is perhaps best demonstrated by the success of those who make a business of promoting shady schemes of various sorts.

No. 3. *The Gratification of the Senses of Sight and Touch.* This is a broad appeal and can be used in featuring a great variety of articles. People like the things they buy to look neat and presentable. See Fig. 3. The sense of touch plays an important part in the selection of many articles. For example, take kitchen knives. The shapes of some handles are such that it is a pleasure just to hold them, while others are so unwieldy that people



FIG. 5.



No. 6. *The Love of Economy, Saving, and Thrift.* This appeal is related to the love of gain, though it does not savor of the "something for nothing" idea. People buy ash-sifters to save coal, food-choppers to economize on table expense, new refrigerators to cut down their ice bill, certain makes of lawn mowers because they wear longer, etc. See Fig. 5.

#### ANALYSIS MUST PRECEDE ACTUAL WRITING

Before attempting to write an ad, you should carefully analyze your article.

Your analysis of the article or articles to be advertised should be complete. Set down every advantage the article possesses over other articles of its kind. Put down every selling point. A selling point of an article is any quality or attribute of the article that will make it a desirable thing to possess.

This analysis is important, but it is easily worked out. The real test of the writer's advertising sense is his ability to discern the *right elements of appeal*, and which one should be brought out strongly. This power of discernment is nothing less than salesmanship, the ability to put down on paper what a salesman would *say* to a prospective customer. So it will be seen that successful copy calls for the practice of the selling ability which every merchant possesses, rather than "fine writing."

## CHAPTER II.

### Illustrations and Engravings

**T**HE primary purpose of an illustration is to aid the copy in presenting the article to the reader. The illustration really does much more than this. A good cut sets off the ad from other ads and the reading columns of the newspaper. Further, a cut often explains certain features that would be difficult and sometimes impossible to describe in the copy. (See Fig. 6.) The illustration possesses great value as an eye-catcher. The newspaper ad, booklet or circular without an illustration is very apt to be forbidding in appearance, thus discouraging the reader at the start. Of course it is possible to design a very attractive ad without a cut, but it is an advertising axiom that the ad with the cut stands a better chance of being read than the ad which depends entirely upon type display.



FIG. 6.

#### ABUNDANT MATERIAL FOR ILLUSTRATION

The hardware dealer is particularly fortunate in having a great diversity of articles which he can illustrate effectively. In fact, there is no reason why every one of his ads cannot be illustrated to great advantage.



FIG. 7.

#### AVOID THE "EYE-CATCHERS"

In selecting illustrations, he should be careful to avoid those which are termed "eye-catchers." An "eye-catcher" is an illustration which has no direct bearing on the article advertised, its sole purpose being to arrest attention. (See Fig. 7.) Such cuts may attract attention, but they rarely *secure interest*.

An illustration, to be effective, must not only possess attention value, but must interest the reader sufficiently to induce him to read the text of the ad.

## GET ACTION IN YOUR ILLUSTRATIONS

A very important point to bear in mind in choosing an illustration is the fact that cuts which show the article in use possess more value than simply an illustration of the object itself. For instance, supposing you were illustrating a sporting goods ad featuring tennis equipment. The most effective cut would be that shown by Fig. 8 rather than that shown by Fig. 9. The one vividly suggests the delight of the sport while the other does not. In illustrating some of the smaller articles of hardware, it is sometimes not practicable to introduce the element of action for the reason that if the article were shown in use, its size would be too small to be effective. This is illustrated by Fig. 10. Here the pliers are shown up strongly. If they were shown in use, the drawing would have to be executed very carefully to show the reader the *subject* of the ad at a glance.

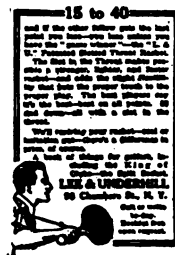


FIG. 8.

In choosing from the cuts furnished him, the hardware dealer should be governed by the considerations we have outlined and many times he will find it to his advantage to have cuts especially made for him.



FIG. 9.

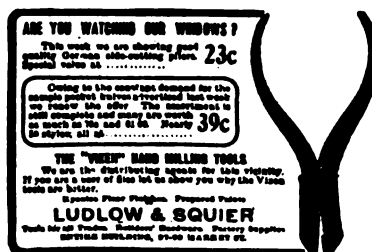



FIG. 10.

## ARRANGEMENT A DETERMINING FACTOR

Illustrations depend largely upon arrangement for their maximum effectiveness. It is never a good plan to surround a cut closely by type matter or borders. It should have plenty of white space to set it off. A study of Figs. 11 and 12 will be an object lesson in the value of white space. Careful cut

arrangement will also economize space. Note in Fig. 13, how the position of the cuts has saved space.

**KEEP FLIES** 

OFF YOUR MORNING  
FLYNETS  
in the Trade  
**\$2.50 PAIR**

Wash Your Wages  
under your clothes.  
Rubber Hose, 1c Ft.

Shed Old Prices of  
Lawn Mowers

**OUT YOUR HOUSE**  
**This Screen Door**  
equipped with Kinks, Saws, Blades,  
ONLY **\$1.35**

For Fun, CROQUET SETS. \$1.00  
For Comfort, HAMBROCKS. \$1.00

Special Prices in  
GARDEN TOOLS

**S. M. Bonnell, Hardware White House.**

FIG. 11.

**Our Weekly Special**

**Genuine India Oil Stones 39c**

A popular rule adapted to general use as the mechanic's bench or in the home. The merits of the Price Right Oil Stone will be evidenced by their representative tomorrow afternoon and evening in our store. Handsome will be presented with portable stones. See the window display in our show window.

**LUDLOW & SCHER**  
Tools for All Trades  
87-89 MARKET STREET

**AND BEST GLASS CUTTERS**  
Prices of the great standard  
cutters are low. See our window  
and window display.

**8c**

FIG. 13.

**If It's A Gun You Want  
—We Have It—**

AS WE ARE THE LARGEST SPORTING  
GOODS STORE IN LEBANON, we are able to  
carry a very large, well-assorted stock of the  
most popular Double-Barrel and Single-Barrel  
Guns. Almost everyone has a favorite make of  
gun, which he swears by—that is the reason we  
carry such a variety—so that every sportsman  
who enters our store can easily find his favorite  
 firearm. We're here to supply you with what you  
want—at the lowest possible price.

For the same reason we carry 140 different kinds of  
U. S. G. and Winchester Shotguns, the most reliable and  
most popular brands made. Your favorite brand is here.

If you want to rig yourself out comfortably for day in  
field or mountain, don't forget that we have a stock of  
Hunting Coats, Pants, Leggings, Etc., hard to beat.

**GEORGE KRAUSE HARDWARE CO.**  
CORR 1500—GILL YOUNG  
35 SOUTH EIGHTH STREET

FIG. 12.

### SIZE OF AD MUST GOVERN ITS ILLUSTRATION

The size of the ad should govern its illustrative features. A 2- or 3-column 5-inch ad, for instance, should carry but one or two illustrations. The effect

**Useful Presents**

**EVER-READY**  
12 BLADE  
118 RAZORS

**ROBESON SURE EDGE  
CUTLERY — GUARAN-  
TEED PERFECT or  
MONEY REFUNDED**

Pocket Knives 10c to \$1.50  
Razors 75c to \$2.50  
Shears and Scissors 25c to \$1.00

**Rochester  
Coffee Percolators  
\$2.00 to 2.50**

**Rifles for the Boys \$2.50 to 5.50**

**Skates for Boys and Girls  
65c to 1.50**

**See our Window  
Display of  
Cutlery and  
Silverware**

**M. A. Benson  
SARANAC, MICHIGAN**

**Carvers \$1.50 to 2.75**

**Rochester Nickel Copper  
65c to \$1.25**

FIG. 14.

when more are crowded in may be seen by referring to Fig. 14. The exceptions to this rule are special-sale ads where it is necessary to show a number of cuts

## Hughes Bros.' Weekly Hardware Sale

**Open Saturdays Till 10 P. M.  
Special Prices for Saturday Only**



**Mop Wringer**  
Complete with 12-qt. White Pine Wood Pull, fitted with two galvanized iron hoops; Maple wood rollers and steel foot. **98c**



**Breast Drill**  
Has patent nickel plated jaws retaining chuck; changeable steel ball bearing gear with cog locking catch; grip adjustable to 8, 10 or 12-inch sweep. **\$1.98**



**Bench Screw**  
Wrought iron japanned, double thread; bar 12 inches long; plain hickory handle. **33c**



**Emery Stone.**  
Carpenter's Combination Emery Oil Stone; one side coarse, the other fine; 7 in. long, 2 1/2 in. wide. **23c**



**Vise**  
Hardened and polished 2 1/4 inch Tool Steel Jaws, 3 1/4 inch steel sliding bar, screws and handle. **\$1.09**



**Anvil and Vise**  
Can be clamped or screwed to bench; jaws open 2 inches; anvil face and jaws polished. **49c**



**Steel Skillet**  
Regular No. 8 size; made of sheet steel; polished; cool handle. **23c**



**Auger Bits**  
Six bits in varnished slide lid wood box; each bit different size; all regular. **65c**



**Spade**  
Neck Socket Spade, forged from one piece good steel D handle regular Hayhard Pattern. **39c**



**Handy Bar**  
Eleven inches long, 1/2-inch in diameter; made of tool steel; very useful article. **23c**



**Grape Fruit Knife**  
Curved steel blade highly tempered carefully ground; 4 1/4 inches long; scale tang; ebony handle; just the knife you are looking for. **19c**

Wishing to reduce our stock of Double Barrel Shotguns we will make special discount of 25 per cent on same, most of which are L. C. Smith, Parker, Remington and LeFever, hammer and hammerless guns. Prices ranging from



**\$12.50**  
to  
**\$65.00**

**1213-15 Walnut** **411 Westport Ave.**

FIG. 15.

to complement the many articles featured and ads laid out in department store style, listing a great diversity of merchandise. Figs. 15 and 16 show these two types. 6

## ENGRAVING

So that the hardware man may select his illustrations with more surety we will discuss briefly engraving methods.

We will confine ourselves to newspaper illustration, for in this form of advertising, cuts must be chosen with great care in reference to their actual printing qualities.

A Great Assortment of Alarm Clocks at \$1.25 to \$2.50

## Nommensen's

### Hardware

See Our Line of Aluminum Novelties

## Useful Gifts For All the Family

**COMMUNITY SILVER**



The Attractiveness of Our Store is increased by our display of Community Silver. Admired by all who see it—it would be well more admired on your table. Has the most perfect on the market. Lasts a lifetime.

You will find Our Store filled with goods that are most excellent Christmas Gifts. Practical goods that are useful and sure to please the recipient.

**Silverware**

Our line of silverware is worthy of special mention. Spoons, ladles, knives and forks of all kinds in the latest patterns.

**Safety Razors**

A gift any man would appreciate. Our stock includes Keen Kutter, Auto-Strop and Gillette razors. Guaranteed to give satisfaction.

Prices \$1 to \$7.50

**Scissor Sets**

Ornamented shears and scissors in fancy cases and holly boxes at \$6 to \$4.25



**Carving Sets**

An ideal gift that will long be remembered. Three-piece sets in neat cases at \$2.50 to \$8.00






Klipper Klub skates furnish all kinds of sport these days. We have all sizes from \$3 to \$1.50

Flexible Flyer and steel hand sleds at \$1.00 to \$5.50.

We take pleasure in showing a complete line of Evergreen pocketknives in Pearl ebony and stag handles. In holly boxes at \$5 to \$2



**Suggestions**

Nickle-Plated Ware, Enamelled Ware Roasters Food Choppers Butcher Knives Carriage Menders Watches Rifles, Thermometers, Thermos, Bottles, Harmonicas Shot Guns



Guaranteed Razors at \$1.25 to \$2.50

Stamps, Soap Brushes etc.

**ASBESTOS**



See to \$5.50

A splendid gift for wife or mother. Small size for the little girls at 25c.

FIG. 16.

In other forms of publicity, like booklets, folders, circulars, etc., the dealer can make use of practically any kind of cut, dependent on the expense he desires to incur in the actual printing.

Newspapers are printed on the cheapest kind of paper and usually at high speed. Consequently any engraving which demands care in printing will not show up to good advantage in the newspaper.

## CHARACTERISTICS OF LINE ENGRAVINGS

The great majority of newspaper cuts are *line engravings*. (See Fig. 17.) A line engraving or *zinc etching*, as it is sometimes termed, is the photographic reproduction of lines, dots, or masses of *uniform depth* or *color*. Therefore it does not require fine paper and fine printing to reproduce it clearly. Each line, dot, or mass stands out in relief on the line engraving, so that even on blotting paper the engraving will produce a clear impression. Of course, if a line engraving has too many closely related lines, it will be apt to fill up with ink.

## HALF-TONE ENGRAVINGS UNSUITED TO NEWSPAPER WORK

A *half-tone* is a very different kind of engraving. The process of making a half-tone will show clearly why it is unsuitable for newspaper use. The subject to be engraved is photographed, like the line engraving, only it is photographed through a "screen," or in other words a glass plate on which are lines ruled in opposite directions, the number of which vary, in different screen plates, from 50 to 400 lines per inch. The effect of this screen is to break the rays of light into separate, square beams that make square dots on the negative. When a positive of this negative is made on a sensitized sheet of polished copper and this positive is etched by an acid bath, the original subject is reproduced on the surface of the copper in small square dots, which express every variation of tone that exists in the original. The finer the screen, that is the closer the dots are to each other, the deeper the tone contrast. But the finer the screen, the better must be paper and printing to bring out the tone variations. Hence a 65-line screen half-tone is suitable for cheaper paper and a 150-screen half-tone for the best grades of stock. Some newspapers can print a 65-line half-tone very fairly, but as a general rule it is unsafe to depend upon half-tones for newspaper work, for the cheap paper does not reproduce clearly all the little fine dots, because its surface is not sufficiently hard and the ink fills up the spaces between the dots and blurs the impression.

## CONCLUSIONS

From this it will be seen that the hardware dealer should use line engravings in practically all of his announcements. If he uses a half-tone, as is sometimes necessary when he desires to reproduce a photograph of a person or place in his ad, he should be most careful to specify to the engraver 65-line screen, as with any screen above this, he is simply taking a chance on good results.



FIG. 17.

### CHAPTER III

## Syndicate Cuts

**"SYNDICATE cuts"** and **"stock cuts"** are generic terms applied to illustrations which are made up in quantity and featured to fit any line of retail trade. Such a claim leads logically to the conclusion that syndicate cuts fit no particular line.

With very few exceptions, syndicate cuts come under the classification of **"eye-catchers,"** which style of illustration is referred to in Chapter II, page 6.

The familiar method of placing syndicate or stock cuts on the market is by means of a catalog usually issued by some engraving house. From this the hardware man can choose those that come nearest to fitting his business.

#### THE "COMIC" STOCK CUT



FIG. 18.

Within the past year or two, however, a new method of preparing stock cuts has been originated and the plan, though wrong in principle, seems to have found favor among many dealers. Fig. 18 illustrates a stock cut, the product of this new plan. It will be seen that a well-known artist has used a once famous comic supplement character to carry along a series of general hardware headings. As far as actually tying up to the ad is concerned, these illustrations go the plain stock cuts one better. But they depend upon the comic delineation for effect and people soon tire of the repetition and moreover, the purchase of hardware supplies is far from being a humorous proceeding. They and others of their kind are to be studiously avoided.

#### STOCK CUTS NOT A PROFITABLE INVESTMENT

The whole subject of syndicate cuts may be summed up briefly: these cuts rarely reflect the spirit of any hardware ad, and for this reason the progressive hardware man would do well to eliminate them with one exception, from his advertising.



This exception is in the case of small stock cuts showing the smaller articles of hardware, in outline drawings. These cuts will be found useful in preparing sale ads and department store ads where a great variety of small articles must be shown. A great many of these articles do not possess sufficient individuality and are too small to require special drawings. In such instances, the stock cut is simply an identification and is not studied by the reader as a help in deciding purchases.

#### MANUFACTURER'S READY-MADE ADS

Variety in advertising style is most essential and there is no more satisfactory way for the hardware man to vary the general appearance of his publicity than by the use of ready-made ads furnished him by the different manufacturers whose products he carries.

#### WHAT A READY-MADE AD IS

Ready-made ads, as they are termed, are simply complete ads, in electrotypes or matrix form, of a size suitable for use in local papers (see Fig. 19). A space is left in the plate for the insertion of the local dealer's name, so to all intents and purposes, the ad is the work of the dealer himself.

#### READY-MADE ADS REPRESENT SPECIALIZATION

Ready-made ads are valuable not only for their different view-point,

but for the thoroughness and versatility with which they treat separate products. It is obvious that a manufacturer knows every angle of his proposition thoroughly, so that his ready-made ads are perhaps better presentations of his product than any advertising the dealer could prepare. So when it is desired to feature certain specialties, no better method could be found than the use of the manufacturer's own ads. Note Figs. 20

**RUBEROID ROOFING**

Just the the thing for that new granary

**Cheapest  
Most Durable  
Easiest Applied**

Thoroughly weatherproof and suitable for all kinds of buildings. Come in and let us tell you about it.

**The Longmont Hardware Co.**

FIG. 20.

**Embroidery Work**

requires scissors that cut clean and are sharp to the extreme points.

No matter how intricate the lace or dainty the drawnwork,

**WISS**

Embroidery Scissors will enable you to cut the smallest particles and snag just the right thread. Points so fine as needles and stay sharp.

Our name on the blade is your guarantee of satisfaction.

**THE HAMILTON HARDWARE CORP.**  
90-94 Buss Street

FIG. 19.

**Anybody Can Lay RUBEROID Roofing**

Now is the time to take off that shingle or tin roof—when it is beginning to leak with every rain, and put on a RUBEROID roof.

A leaky roof never gets better. It grows worse, in spite of constant patching. The best remedy is a new roof that doesn't leak.

**RUBEROID** is a perfect roofing. It is weather-proof, snap-proof, wind-proof and fire-resisting.

RUBEROID costs less to maintain than shingles, tin, tar or slate, or any other ordinary roofing.

Write today for our free roofing books, "All About Roofing" and "The Ruberoid Album."

**The Standard Paint Co.**  
100 William Street, New York

**Coursen Hardware Co.**  
30 North Main Street

FIG. 21.

and 21. Fig. 20 is the dealer's version, and Fig. 21 is the way in which the manufacturer presents his product by means of the ready-made ad. Fig. 21 is the stronger ad.

Ads furnished by manufacturers not only excel in copy, but also in illustration, and the dealer can run many a striking ad that would entail quite a little expense on his part, were he to duplicate its effect.

#### IMPORTANCE OF THE "FILL-IN"

Ready-made ads should be "filled in" very carefully. That is, the local signature should be so set in the electrotype as to give the impression that the whole ad was prepared by the dealer himself. This effect is desirable only because the dealer's name carries more weight, locally, than does the manufacturer's signature. Fig. 19 shows a ready-made ad filled in properly. Fig. 22 shows the wrong way to do it: in this case the reader knows it is an ad prepared for the dealer to which he has simply attached his signature.

#### TWO IMPORTANT ADVANTAGES

Aside from toning up your advertising, the use of ready-made ads will relieve you of considerable ad-writing on special articles. If your stock of ready-made ads is small, write the manufacturers. By getting together a supply of these ads, you will be enabled to plan an advance advertising campaign with much



Carolina Hardware Co.

Successors 1913

Barr. Hd'w Co. Hardware Business

FIG. 22.

greater ease, for the ready-made ads should take care of the featuring of special lines.

## CHAPTER IV

# Advertising Types and Borders

**T**HE style in which an ad is "set up" by the printer has a great deal to do with its final effectiveness. A carefully designed ad accomplishes two distinct purposes: it gains attention and makes the actual reading easier. To the hardware man who is not quite convinced of the importance of type display, we would recount the story of the two salesmen. One salesman was a very fair talker and dressed neatly and in good taste. This salesman invariably made a good first impression through his immaculate appearance, and this lent weight to his arguments. The other salesman was a far better talker, but a man who was careless in his personal appearance. Whenever he talked, his appearance went far to discount his statements, and many sales that should have been his by virtue of superior presentation went to the salesman who made the better appearance. This illustration is by no means a modern fable, but a thing that is occurring every business day.

### TYPE DESIGN A MODERN ART

An ad is merely salesmanship on paper. No matter how well written it may be, if it is given a careless display, it can never reach its maximum efficiency. Types and borders have been brought to a high state of perfection, and for a reason—the reason being that people know and appreciate differences in the appearance of ads. They may not know what style and size of type has been used; they may not know the underlying reasons for a certain style of type arrangement, but they do sense the effect as a whole. They know when an ad is inviting in appearance and when it *is not*.

### ACQUIRING A WORKING KNOWLEDGE OF TYPES

So it behooves the hardware dealer to devote some of his attention to type display. He need not study printing, but there are certain fundamentals in type selection and display arrangement with which he should be familiar.

First, he should acquire a working knowledge of several styles of modern advertising display type so that he may specify these styles in his advertising. He should also study the characteristics of these type faces. Certain types, by their very appearance, create impressions in the reader's mind that might not be achieved by the best copy. For instance, a type style known as Gothic,

shown in Fig. 23, is a heavy, black, square-looking type. This and similar type faces create a feeling of strength and solidity. For this reason, it is a good type to use in featuring the heavier articles of hardware. The subconscious impression of strength gained from the type itself will be reflected in the reader's judgment of the articles listed.

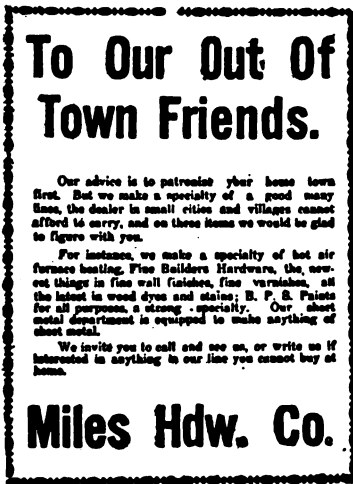


FIG. 23.



FIG. 24.

Supposing, on the other hand, you desire to create a dainty effect with type in advertising, say chafing dishes. Look at Fig. 24. Here the outline type face is in keeping with the spirit of the ad.

Seven very effective advertising type faces may be listed as follows:

Caslon Bold  
Cheltenham Bold  
De Vinne  
Bookman  
Jenson  
Gothic  
Caslon

If the dealer will familiarize himself with the general appearance of these seven styles he will have acquired some practical knowledge of modern type design. To assist you in identifying these styles we print herewith one line of each style.

**Type Design is a Modern Art**

"This is Caslon Bold"

**Type Design is a Modern Art**

"This is Cheltenham Bold"

**Type Design is a Modern Art***"This is De Vinne"***Type Design is a Modern Art***"This is Bookman"***Type Design is a Modern Art***"This is Jenson"***Type Design is a Modern Art***"This is Gothic"***Type Design is a Modern Art***"This is Caslon"*

Under each line will be found the name of the type. Look over the ads shown in this book and endeavor to identify the type used in each case. It will be excellent practice.

**HARMONY IN ADVERTISING DISPLAY LINES.**

One very important point that should be observed in specifying type to the printer is to indicate that the same style of display type be used throughout the ad. This insures harmony of design and gives the ad a more inviting look than if a jumble of display faces were used. If more than one style is used, instructions should be given to have the different styles as closely related as possible.

**THE POINT SYSTEM OF TYPE MEASUREMENT**

In order that the hardware dealer may intelligently indicate type sizes to the printer, this brief explanation of the point system of type measurement is given:

In printing, a *point* is  $\frac{1}{16}$  in. Thus when a type is spoken of as being 10 or 12 points high, it means that the type body is  $\frac{5}{8}$  in. or  $\frac{3}{4}$  in. high, and likewise for all sizes of type.

But a fact that must be kept in mind is that the *face* of the type is not always of the same height as the *body*, although when designating a type to be so many points high, the height of the body is meant. This will be made clearer by examining the word "type" shown below:

| Type

The above is set in 24-point type. The rule shows the height of the type *body*; the "T" is the height of the type *face*.

Note that the "y" and "p," or drop letters, extend below the other letters in the line. This is why the actual height of the type face is somewhat

smaller than the height of the type body—it is necessary to leave a space to provide for these drop letters.

You will soon become accustomed to making allowances for these drop letters, so that you will be able to judge accurately the size of type, enabling you to specify the correct sizes for your ads.

Display types are usually cast in the following sizes: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 54, 60 and 72 points. Allowing about one-fourth of the height of the type body for drop letters, you will be able to figure approximately in inches the height of the face of any size.

For instance, take a 48-point size. Allow one-fourth or 12 points for drop letters and you have 36 points, or  $\frac{3}{4}$  in., or  $\frac{1}{2}$  in., which is the approximate height of the type face. Any size may be figured in this way.

This explanation should give you a clear idea of display type and assist you materially in specifying attractive settings for your ads.

#### CHOOSING THE "BODY" TYPE

For the "body" or reading matter of an ad, it is best to use a type face known to printers and advertising men as "Old Style Roman." Many hardware ad-writers think that if they use the smaller sizes of display type for the body of the ad, a bolder display effect will be secured. This is wrong. The light Roman face forms a strong contrast with the heavier display faces and a more readable effect is secured than if the whole ad were set in heavy display type. In other words, all emphasis is no emphasis.

Another important reason for using Roman type for the body of the ad lies in the fact that this is the type most easily read. It is really the type to which the eye is most accustomed, for both newspapers and magazines use it in their reading columns.

#### BORDERS

Borders may be divided into two groups for the convenience of the reader. The first group will comprise the rule or plain borders; the second, the designed or fancy borders. A border serves to hold the ad together as a frame completes a picture. A good rule for the hardware advertising man to keep uppermost in mind is: to use a rule border on an ad containing an illustration



**You can save from  
25 to 50 Cents**  
on every Milk Can  
that you buy from  
us. This may sound  
too good to be true,  
but we back every  
word we say.

We have the best made  
can on the market to offer.  
It is an Elgin pattern, 8-  
gallon size, made of the best  
material and put together in  
the best possible manner.  
We offer same with name-  
plate and links all complete  
in an

**18-Pound Can at \$2.25**  
**20-Pound Can at \$2.40**

If in doubt telephone to us  
—our better still, come and  
see the can.

**PRODUCE MARKET**  
**BUTTER 24c PER POUND**  
**EGGS 19c PER DOZEN**

**B. Balchowsky & Sons**  
GOOD GOODS ALWAYS  
**FRANKFORD, ILL. MOES. Inter-State Phone No. 6**

FIG. 25.

and a fancy border on an all-type ad. Figs. 25 and 26 show how effectively this axiom works out in actual practice.

UNLIMITED EFFECTS POSSIBLE WITH BORDERS

Rule borders can be arranged so as to form a multiplicity of designs. Often the effectiveness of a cut will depend upon the manner in which the border

**Danbury  
Hardware Co.**  
**15 Years Old.**

Today, Nov. 15th, is the fifteenth anniversary of this business and during that time we have endeavored to give you the very best service, the very best assortment, the very lowest prices. You have patronized this store liberally but you ought to feel that it was unnecessary to ever pass out of town for a single item for use about the house, or farm, or factory. We are by reason of our purchasing connections, enabled to procure for you larger assortments at more conservative prices than can be found elsewhere. Remember there are ten separate departments in this store, all capably managed.

The Factory Supply Department, including paints, oils and glass, by Mr. W. G. Nichols.  
The Hardware and Mechanics' Tools by Mr. J. W. McCollum.  
The Lighting, Heating and Woodworking Supplies, by Mr. E. E. Higney.  
The Contractors' Tools, including bolts, nails, etc., by Mr. A. W. Marshall.  
The Seasonable Sundries and Delivery Service, by Mr. Leon Keller.  
The Silverware, Cut Glass and Bric-a-Brac, by Miss Ella Lebert.  
The Dinnerware, China, Lamp Goods, etc., by Miss Beulah Bouten.  
The Houseware, Aluminumware, Tinware and Woodware, by Miss Mary Allen.  
The Plumbing and Heating Department, by Mr. F. F. Wood.  
The Draying, Machine Work, Locksmithing and General Repair Work, by Mr. George Travis.

In addition to above specialized departments there are the operating and office force, making altogether about thirty members of this business family, every one ready and able to serve you intelligently and satisfactorily.

Our telephone and toll-free number, One Five Eight, connect with every department.

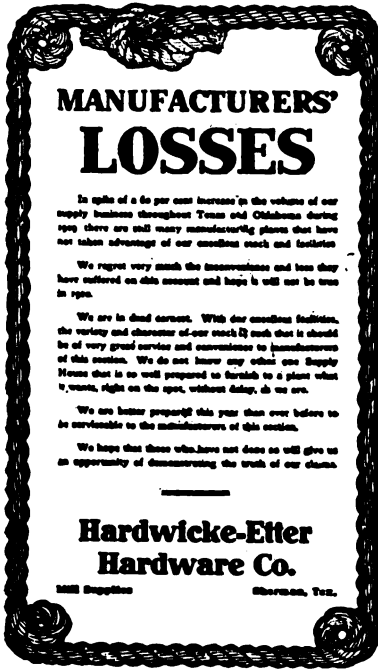
**DANBURY  
HARDWARE CO.**

A. B. Jones, Pres.  
247-241 Main Street.

FIG. 26.

is arranged. Illustrations, as a general rule, should never be closely surrounded by either border or type matter. To show how the border may be made to complement the illustration see Figs. 12 and 13. Then note Fig. 11 and see how the effect of the illustration has been nullified by poor border and

type arrangement. The hardware man need not study the form and appearance of borders, so much as the manner of arranging them. In the matter



**MANUFACTURERS' LOSSES**

In spite of a 50 per cent increase in the volume of our supply business throughout Texas and Oklahoma during 1909 there are still many manufacturing plants that have not taken advantage of our excellent stock and facilities.

We regret very much the inconvenience and loss they have suffered on this account and hope it will not be true in 1910.

We are in dead earnest. With our excellent facilities, the variety and abundance of our stock it should be of very great service and convenience to manufacturers of this section. We do not know any other one Supply House that is so well prepared to furnish to a plant what it wants, right on the spot, without delay, as we are.

We are better prepared this year than ever before to be serviceable to the manufacturers of this section.

We hope that those who have not done so will give us an opportunity of demonstrating the truth of our claims.

**Hardwicke-Etter  
Hardware Co.**

1011 S. Houston      Sherman, Tex.

FIG. 27.



**More Money For You**

Greater production means firmer—larger, cleaner, and finer fruit—more money. Isn't that fruit growers' reasoning? Nothing will contribute to this end more than effective spraying. And effective spraying can best be obtained with

**Bean Magic Spray Pumps**

Effective spraying means high pressure spraying and till the advent of the Bean Magic a high pressure could not be maintained with a hand pump for any length of time, an amount of the body-racking effort needed to operate it. The Bean patent spring divides the work between the two strokes of the handle and works against only one-half the pressure shown on the gauge and saves exactly one-third the labor.

We have these pumps in stock and will be glad to show them. We cannot recommend them too strongly.

**THE BIG  
HARDWARE STORE**  
Robertson Bldg. 1018 N.

FIG. 28.

of arrangement, a little study will enable him to produce original and artistic effects in border arrangement. Figs. 27 and 28 show unusual border treatment.



## CHAPTER V

# Newspaper Display Principles

**M**UCH has been and is being written on the subject of preparing effective newspaper copy, yet how little practical information is to be had concerning the setting of the ad. In the final analysis, the layout, or the manner in which the ad is presented to the eye, must be considered of first importance.

### WHERE GOOD COPY FAILS

To be sure, the copy convinces the reader and produces the sale, but the most carefully written copy may be greatly hindered from making its impression and even rendered inefficient by a display that fails to attract the eye.

An ad to be effective must first gain its audience, and in the newspaper the sole means of accomplishing this is through the medium of attention-compelling display. In this fact lies the real reason for the inefficiency of a vast amount of newspaper publicity. Many and many an ad is judged on the merits of the copy alone, whereas the display played the most important part in deciding the pulling power of the ad. These are facts which have been demonstrated by experienced advertising men and which any hardware merchant can soon prove to his satisfaction.

### KNOW YOUR DISPLAY ELEMENTS

Display elements are as many and varied as are the mediums of publicity. In the poster, for instance, the chief problem is the most attractive distribution of colors and shades. In the painted sign, the size and arrangement of letters play the most important part. The magazine page, the street-car card, the catalog each presents its own individual display problem. Here, we deal only with the newspaper page. The display elements of the newspaper page may be said to comprise three distinct colors—black, gray and white.

The black, as will be seen by referring to any newspaper, is represented by heavy borders, display type and dark-appearing illustrations; the gray is furnished principally by the light-faced body type composing the text of most ads. Lightly drawn cuts or half-tone illustrations also present a gray appearance. The white is, obviously, the blank portions of the newspaper page.

Becoming familiar with these three newspaper display elements is the first step in preparing effective display arrangements. A correctly designed news-

paper ad presents these elements in correct proportions, thereby first compelling the reader's attention and making it easy for the eye to read the announcement throughout.

#### A PRACTICAL DEMONSTRATION

To demonstrate the proportioning of display elements note the two plans of display represented by Figs. 29 and 30.

The shaded lines represent the gray color, which is formed by the small, light-faced body type. The black lines inside the border represent lines of display type. These drawings closely represent how the display elements appear to the eye at first glance over the newspaper page. From them can be realized more forcibly the importance of not allowing any one element to predominate over the others.



FIG. 29.

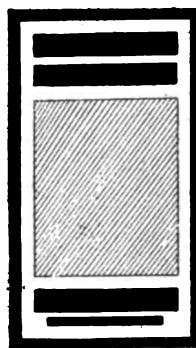


FIG. 30.

Note that Fig. 29 contains too much black, or, in other words, too much display type, a fault very common in newspaper display. This is because many advertisers believe that the more black display type that they can crowd into their space the more prominent will be their ad. This is absolutely wrong. The most effective display is that in which the three display elements are so proportioned that they *help accentuate each other*.

In Fig. 30 there is sufficient gray to contrast with the black and white, and sufficient white to throw out the black. In Fig. 29 the predominance of the black obscures the gray and the white fails to emphasize and throw out into relief the black because there is so much of it. The result is that this display instead of being prominent is lost in the general gray and black appearance of the newspaper page, while the display shown by Fig. 30, being properly proportioned, is at once attractive and easily seen. The use of too much white space will give the ad a weak, disconnected appearance, and too large an amount of gray unbroken by display lines overbalances the display plan, and, of course, makes difficult reading.

**CONTRAST THROUGH SURROUNDING ADS**

There is another factor that plays an important part in securing attractive display. It is the appearance of the surrounding ads on the newspaper page.

We will now pass on to the various types of ad composition found in the newspaper, and point out how these surrounding ads can be made to contrast with and therefore accentuate the prominence of an individual display arrangement.

To secure the maximum of display effectiveness it is necessary to go further than properly proportioning the display elements in the ad itself. The ad must not only be properly proportioned in itself, but it must be so planned as to contrast *as a whole* with surrounding ads. This double working out of a plan of display makes certain of any individual ad securing first attention on the page, even in spite of considerable difference in size. You will admit that this is an end worth striving for.

To begin with, we will consider the newspaper page as a whole. As a rule it will either present a heavy, dark appearance or have a grayish look, due respectively to heavily and lightly displayed ads. The primary step, then, is to examine the page of the newspaper on which your ad appears. If the ads surrounding your own present a dark appearance then you will use a light display and vice versa. This is the most important contrast—the contrast of color.

**A WINDOW-DISPLAY PRINCIPLE PARALLELED**

The next step is to note the *shape* of the surrounding ads. If most of them are single-column ads, you will secure the important contrast of shape by using double-column space. To make use of a simile, it is like standing, say, 20 oblong boxes on end in your store window and then laying one of them on its side. It will be easily seen that this contrast of shape is even more important than a contrast of size; of course this in a reasonable degree.

**FURTHER OPPORTUNITY FOR CONTRAST**

After contrast has been secured through color and shape, the ad can be still further accentuated by a contrast of cut and border arrangement. If the surrounding ads have square-cornered borders (and they usually do) then make yours round-cornered. Or, if heavy borders are much in evidence, you should use a light fancy border or no border at all.

In the matter of cuts there is much opportunity for contrast. The cut in the average ad is usually closely surrounded by type matter. Make your cut stand out by allowing it plenty of white space, and by breaking the border. Refer again to figures 12, 13, and 25 and note how the illustrations attract the eye at first glance. Fig. 13 contains plenty of reading matter for an ad of

## 24      HARDWARE ADVERTISING FOR THE RETAILER

its size, yet the type has been kept away from all but one side of each illustration.

If the hardware dealer will make the most of the points outlined in this, and also in Chapter VI, he will find his ad the most prominent announcement, size considered, on the newspaper page.

## CHAPTER VI

# Making the Layout

**I**N the preceding chapter the elements entering into a well-displayed ad were outlined in detail. In this chapter will be pointed out the process of making layouts embodying these elements so as to convey clearly to the printer the effect desired.

### PRELIMINARY STEPS

Before starting to make a layout, it is well to have a preconceived idea of the plan of display. The only reason for making the layout is to convey to the printer your idea of an attractively set ad, just as the plans of the architect show the builder his (the architect's) idea of a beautiful structure.

If you have read carefully divisions (a) and (b) of this section, you have a very fair idea of the proper proportioning of display elements as well as some familiarity with type styles. Combining this knowledge with observation of attractive ads that come to your notice, you will find little difficulty in indicating to the printer plans of display that will go a long way toward making your advertising profitable.

### DISPLAY SHOULD NOT BE LEFT TO THE PRINTER

The chief reason for poor-appearing newspaper ads is because the display arrangement is left to the printer. Even should the printer's ideas of display be correct according to modern usage, he has not the time to work out a display for each ad, with the result that little attention is paid to how the matter is arranged.

### BUT FEW LAYOUTS REQUIRED

The making of the layout is neither a long nor a tedious process, as will be shown; neither is it necessary to make a new layout for each ad. After you have drawn up a few attractive layouts, number them, and when sending the printer your copy from time to time, instruct him to follow the style of the layout you indicate. In this manner several layouts will answer for a considerable length of time.

Some merchants use one style of setting continuously. The advantage of doing this is that your ad soon becomes a fixture in the newspaper and is easily located by the reader. Others make a practice of clipping attractive

ads they notice in their newspapers, trade papers or magazines and sending them to the printer with their copy, instructing him to follow the style of the clipping.

### MAKING THE LAYOUT

Your layouts need not be carefully drawn, but they should plainly indicate various important points.

First: The size of space should be shown in inches and columns as is done on the sample layout shown by Fig. 31. A single newspaper column is

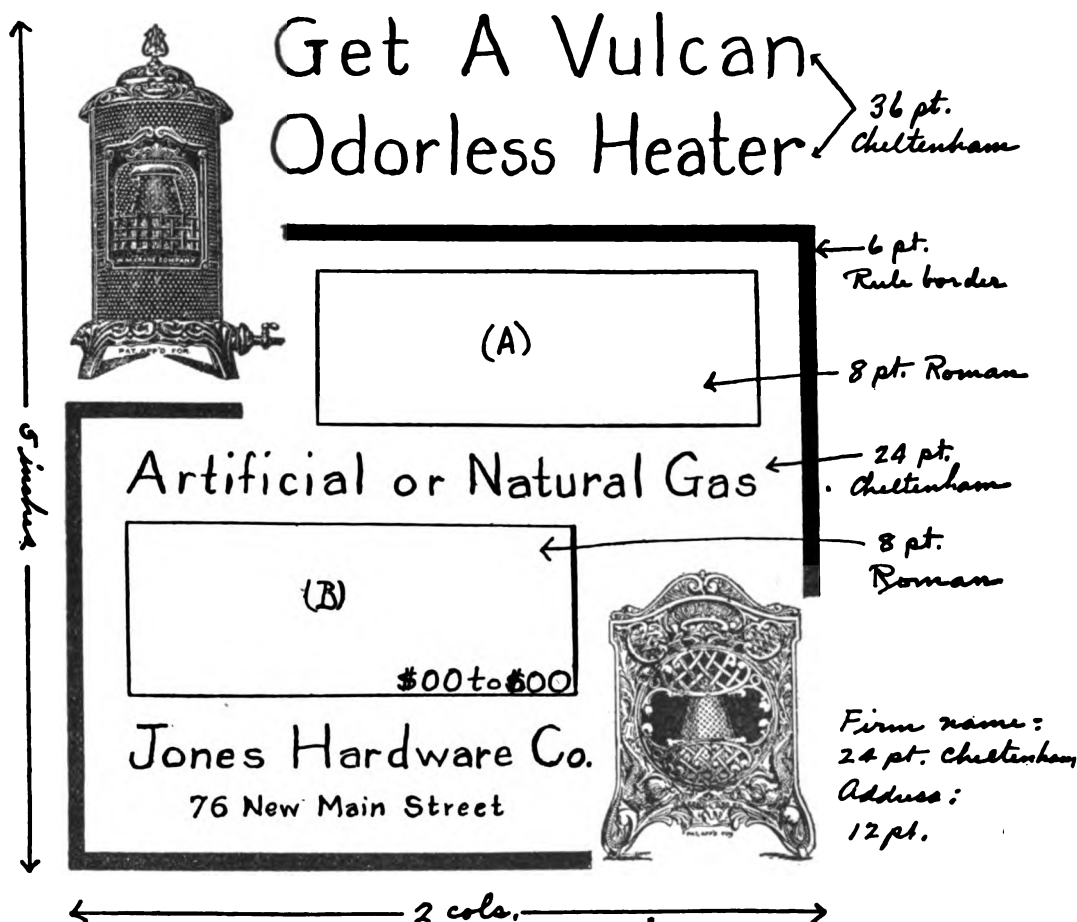


FIG. 31.

13 picas or  $2\frac{1}{8}$  inches wide; double column,  $26\frac{1}{2}$  picas or  $4\frac{3}{8}$  inches wide; triple column, 40 picas or  $6\frac{5}{8}$  inches wide; and four column,  $53\frac{1}{2}$  picas or  $8\frac{7}{8}$  inches wide. Some newspapers run  $13\frac{1}{2}$  pica columns, but the majority use the 13 pica column. So if your ad is 5 inches, double column, as was the sample layout before reduction, you will rule a space 5 inches high by  $4\frac{3}{8}$  inches wide.

The second step is to indicate the position of the cut or cuts, if the ad is to be illustrated, by either pasting in proofs, as we have done in the sample layout, or indicating the approximate space the cuts will occupy.

Third: Name style of border you wish used and indicate how you desire it placed—whether run all around the ad or broken for cuts as shown in the sample layout.

The fourth step is to indicate the size and style of display type, roughly lettering in or writing the lines to show where you wish them placed. Note in the sample layout there are used a two-line heading, a one-line center display, two-line firm name and address and a price display at close of bottom portion of the copy or text. Next indicate the size type desired for the body of the ad and show where body or text of ad is to be placed by indicating square or oblong spaces as has been done in the sample layout.

#### DETERMINING SIZE OF COPY SPACES

To ascertain the dimensions of these copy spaces, count the number of words in your copy and refer to the following tables which show the amount of space required for a given number of words in various sizes of type, either set solid or leaded; that is, type lines set together without any leads or separating strips of metal and type lines separated with leads 2 points or  $\frac{1}{8}$  inches in thickness. For instance, supposing your copy contained 126 words. By referring to Table I you find that 126 words occupy approximately 6 square inches of your space set in 10 point type set *solid* or 4 square inches set in 8 point *solid* or 8 square inches set in 12 point *solid*. If you wish the matter "leaded" or opened up with 2-point leads refer to Table II. As the leads occupy some little space you find that your copy space area is increased. For instance, 126 words set in 10 point *leaded* occupy about 8 square inches, or about 6 square inches in 8 point *leaded*, or about 12 square inches set in 12 point *leaded*. The figures in these tables are based on matter having few, if any, paragraph breaks. When paragraph breaks occur often, more especially when set in wide measure, fewer words will be required to fill a given space. After a little practice, you will instinctively know about how much copy to furnish for a given space, though it is best to rely upon the tables thereby being as accurate as possible in your estimates. This accuracy will make a considerable saving in your newspaper space as you will *know* just how much matter to furnish for the space you are using thereby preventing overrunning or increasing of space to fit copy.

TABLE I  
SHOWING APPROXIMATE NUMBER OF WORDS IN A SQUARE INCH  
TYPE LINES SET SOLID

SIZE OF TYPE	NUMBER OF WORDS IN A SQUARE INCH																		
	1	2	4	6	8	10	11	14	16	18	20	22	24	26	28	30	32	34	36
5-POINT	69	138	276	414	552	690	828	966	1104	1242	1380	1518	1656	1794	1932	2070	2208	2346	2484
6-POINT	47	94	188	282	376	470	564	658	752	846	940	1034	1128	1222	1316	1410	1504	1598	1692
8-POINT	32	64	128	192	256	320	384	448	512	576	640	704	768	832	896	960	1024	1088	1152
9-POINT	28	56	112	168	224	280	336	392	448	504	560	616	672	728	784	840	896	952	1008
10-POINT	21	42	84	126	168	210	252	294	336	378	420	462	504	546	588	630	672	714	756
12-POINT	14	28	56	84	112	140	168	196	224	252	280	308	336	364	392	420	448	476	504

TABLE II  
SHOWING APPROXIMATE NUMBER OF WORDS IN A SQUARE INCH  
TYPE LINES LEADED—2-POINT LEADS

SIZE OF TYPE	NUMBER OF WORDS PER SQUARE INCH																		
	1	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36
5-POINT	50	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800
6-POINT	34	68	136	204	272	340	408	476	544	612	680	748	816	884	952	1020	1088	1156	1224
8-POINT	23	46	92	138	184	230	276	322	368	414	460	506	552	598	644	690	736	782	828
9-POINT	21	42	84	126	168	210	252	294	336	378	420	462	504	546	588	630	672	714	756
10-POINT	16	32	64	96	128	160	192	224	256	288	320	352	384	416	448	480	512	544	576
12-POINT	11	22	44	66	88	110	132	154	176	198	220	242	264	286	308	330	352	374	396

If you desire any words or lines in the copy set in heavy-faced type, simply underline them and write "boldface" in the margin.

As outlined in Chapter V, leave plenty of white space in the ad; don't crowd copy against] border or cut. When copy is divided into separate portions, each portion should be marked with a letter and the copy squares in the layout marked as has been done in the sample layout, so that the printer will know where to place each portion of the copy.

#### FORCEFUL DISPLAY ASSURED

Upon finishing these indications, you will have drawn up a layout that will be intelligible to any printer and which will insure your ad an effective setting. A little practice will enable you to make these rough layouts easily and quickly.



## CHAPTER VII

# Proof Reading

**B**EFORE finally passing on any ad, folder, booklet, or other form of printing, the hardware man should see proof. In the case of the newspaper ad one proof is all that is usually needed unless there are so many corrections that a revise would seem imperative to make sure of things. With the folder or booklet, however, two or more proofs may be necessary. The first proof sent by the printer is generally a *galley* proof of all the matter sent him. When this galley proof is returned to him with the necessary corrections, he then makes up the type in page form and submits this new proof. Should this prove O. K. the printer can go ahead without further waiting. But if there are a great many errors in this page proof, it is better policy to request a *revise* rather than trust that every correction will be taken care of. Only in this way can you be absolutely certain to eliminate serious errors.

### TYPE COMPOSITION IS COSTLY

Type composition whether done by hand or by machine is rather costly to begin with; but when on top of the initial cost comes much alteration in the proof, the expense is greatly increased.

For example, a word or two introduced into a sentence or taken out of it may make necessary not only the overrunning of a whole sentence, but in some cases of an entire paragraph. By overrunning we mean that the sentence or paragraph would have to be completely reset. It is, of course, obvious that this is simply doubling the cost of composition.

### CORRECTING PROOF AND SAVING MONEY

Extra corrections, of course, such as revisions of copy or additions to the original matter, must be paid for by the dealer. Should changes be necessary, they should be made in the first or galley proof. The cost of alterations is least when made in the first proof and most when made in the page or final proof. When it is necessary to add to or take words from a sentence they should be compensated for by eliminating or inserting other words near by, to obviate extensive overrunning.

It is generally best to make corrections in ink. If the ink used is in con-

trast with the color of the printed proof, the time of the compositor will be saved, as he can thereby see at a glance the alterations indicated. Marks made with lead-pencil are very apt to become blurred and indistinct.

To mark proof intelligently so that the printer will know exactly what changes and alterations you desire, it is important that you be familiar with the marks of correction used by proofreaders. These marks will not only save you time in correcting proof, but will insure careful correction on the part of the printer.

#### PROOFREADER'S SIGNS

Following is a complete list of proofreader's marks in general use to-day. While these marks vary slightly in different offices, any printer will readily understand the meaning of those which are shown.

<i>tr</i>	Transpose	<i>stat.</i>	Retain crossed out word or letter
<i>l.c.</i>	Lower case or small letters	<i>out see copy</i>	Omission; see copy
<i>rom.</i>	Change to Roman	<i>run in</i>	Make no break in reading
<i>ital.</i>	Change to italic	<i>3</i>	Take out
<i>3</i>	Take out and close up	<i>✓✓</i>	Correct the spacing
<i>^</i>	Make correction indicated in margin	<i>//</i>	Line up; make parallel
<i>∩</i>	Logotype, as, ff, ffi	<i>w.f.</i>	Wrong font of type
<i>s.c.</i>	Small capitals	<i>≡</i>	Straighten lines
<i>Cap.</i>	Capital letter	<i>no ¶</i>	No paragraph; often written <i>run in</i>
<i>∨</i>	Insert apostrophe	<i>¶</i>	Paragraph
<i>Qu</i>	Insert quotation marks	<i>9</i>	Upside down
<i>○</i>	Insert period	<i>#</i>	Insert space
<i>/</i>	Insert comma	<i>∪</i>	Less space
<i>;/</i>	Insert semicolon	<i>○</i>	Close up
<i>:/</i>	Insert colon	<i>☐</i>	Move to left
<i>/=</i>	Insert hyphen	<i>☐</i>	Move to right
<i>/-</i>	Insert dash	<i>☐</i>	Raise to proper position
<i>/?/</i>	Insert interrogation point	<i>☐</i>	Lower to proper position
<i>///</i>	Insert exclamation point	<i>☐</i>	Indent line one em
<i>?</i>	Is this correct?	<i>⊥</i>	Push down space
<i>.../</i>	Placed under words or sentences signifies "Retain"	<i>X</i>	Type battered; change

A wrong letter in a word is noted by drawing a short perpendicular line through it, alongside which, in the margin, the right letter is written. In the case of whole words, the word is simply crossed out by a horizontal line and the

correct word written in the margin opposite. A diagonal line is used to separate two or more corrections occurring together.

When a cut is improperly placed in the text matter, that is, is upside down or lying on its side, it is customary to indicate its proper position by such expressions as: "Reverse Cut," " $\frac{1}{4}$  turn to the right," " $\frac{1}{4}$  turn to left," as the case may be.

## CHAPTER VIII

# Newspaper Advertising

### DISTRIBUTION OF APPROPRIATION

- (1) Time distribution.
- (2) Media distribution.
- (3) Departmental distribution.

**T**HE preparation of forceful announcements does not constitute the sum total of effective advertising. The hardware man must conduct his publicity along the lines of a general plan or schedule determined in advance. At the beginning of each new year he should decide: (1) the amount of money to be spent during the year for advertising of all kinds; (2) how much is to be spent in each of the twelve months; (3) in what mediums it is to be spent; (4) how much is to be spent on each department or on each section of stock.

### DETERMINING THE YEARLY APPROPRIATION

The amount of money to be spent during the year must, of course, be determined by the individual himself. We would advise the hardware man who is satisfied with a slow but steady business growth to take as a basis of calculation the amount spent for advertising during the year just ended. If his business does not show a slow and steady growth, then the amount he is spending for advertising is either insignificant compared with his sales or else there is a woeful waste in copy or distribution. If he desires to rapidly increase his annual sales, then, he must figure on an amount substantially in excess of his present appropriation.

It will probably take some little time and effort to figure the cost of your year's advertising, but it is a thing that should be done, just as you should have installed the cash register, and did.

The lack of a cash register caused leaks that could not be located. The lack of a prearranged advertising plan causes waste in your publicity that is difficult to detect. Figure up your newspaper and printing bills and *know* what you have spent for advertising during the year.

### ADVERTISING AND SALES COMPARISON

After you have found out your expenditure for the year, study it. Compare it with the total amount of your sales for the year. If the advertising expend-

iture bears a fair relation to the sales, plan to spend an amount slightly in excess of the figure. If the amount you have spent seems too small in comparison with your net earnings, the wisest thing you can do is to increase it, for the retailer is not doing business on large capital and must turn over his capital many times during the year. Advertising has been proven to be the best means of insuring a rapid turn-over of capital.

#### MARGIN FOR EMERGENCIES

- In planning your appropriation for the year, you should make allowance for what is termed by advertising men a margin for emergencies. It is seldom the case that any advertising plan—no matter how skillfully thought out—can be rigidly adhered to.

Conditions may arise that will necessitate a heavier expenditure in some months than was provided for in the original schedule; or perhaps in some other months, less advertising is done than was anticipated. As a general rule, these variations offset each other, but your appropriation should be large enough to cover expenditures which are not looked for, but are usually punctual in turning up. For example, supposing you have decided to spend \$3000 for the year's advertising. Your plan then should not dispose of more than \$2500, leaving \$500 to meet any emergencies or to take advantage of any unusual opportunity.

#### TIME DISTRIBUTION OF EXPENDITURE

After you have decided on the amount you intend to spend during the year, the first step to take is to work out the time distribution of appropriation, or, in other words, what per cent of your total appropriation you intend spending during each month.

This is one of the most important phases of an advertising campaign. The merchant who does not take it into consideration and give it the most careful study is at a decided disadvantage with his competitor who does.

Time distribution is not guess work—it must be based on your actual monthly sales.

This brings up the question of when it pays best to advertise: when business is naturally dull or when it is naturally brisk.

#### WHEN TO ADVERTISE HEAVILY

One argument is that advertising is a stimulant for brisk trade at a time when everybody is inclined to buy. For instance, just before Christmas, it would seem best to advertise heavily to capture a proportionate share of the holiday business. On the other hand, it seems reasonable to believe that as

everybody intends to buy Christmas presents whether the dealer advertises or not, he might as well save his money and buy advertising when business is lagging, when it needs a tonic.

Both arguments present good points, but it will be safer for the hardware man to follow the practice of experienced advertisers, which is to advertise heavily when conditions are favorable for business and to cut down when trade becomes dull to an expenditure just sufficient to keep their goods before the public, and to keep their salesmen fairly busy.

#### **CONSULT YOUR SALES LEDGERS**

It is not a difficult matter for the hardware dealer to decide what percentage of his business was done in each month of the previous year. His books should show this in dollars and cents. He will be planning safely if he distributes his advertising over the twelve months in about the same proportion, except that it would be well to favor the weak months to some extent.

For example, supposing your books show that your business, month by month of the previous year, was proportioned as indicated by the following table:

January	8%	May	7%	September	8%
February	9%	June	5%	October	10%
March	10%	July	5%	November	12%
April	8%	August	6%	December	12%

#### **ALLOWING FOR FIXED STORE EXPENSES**

As your fixed expenses, such as salaries, rent, insurance, etc., are the same in June as in December, it becomes apparent that if the percentage of business in these two months could be more nearly equalized, it would be advantageous. Following out this idea, you might plan your time distribution of advertising as follows:

January	8%	May	8%	September	8%
February	9%	June	6%	October	9%
March	10%	July	6%	November	10%
April	8%	August	7%	December	11%

These tables are simply assumed for the sake of illustration. They might fit one hardware business in one part of the country, and be absolutely wrong for another elsewhere, but the basic principle of time distribution remains the same for every business.

### MISTAKES IN TIMING ADVERTISING

The hardware man should bear in mind several very important facts in distributing his appropriation. He knows that in the busiest season trade comes easily and therefore he should realize that while returns from good advertising are immediate and tangible, it is bad policy to advertise too heavily and thus draw more people to the store than can be profitably handled. Too often have we all observed this condition where the retailer had no working plan of distribution. And stores crowded and jammed drive away many customers. The advertising should only be sufficient to keep the store comfortably full. Then again, the hardware man should not be too ready to cut down his expenditure in dull times, for money spent in dull-season advertising is far from being wasted. It makes the busy seasons busier through giving the store publicity, so that when the public is ready to buy, it will go to the store it knows best.

### THE SELECTION OF MEDIA

Assuming that the dealer has decided upon the amount he will spend for the year and has worked out his time distribution based on the two tables we have shown, he should next consider where the appropriation is to be expended. The hardware dealer has four general advertising media to consider—the newspapers, street cars, outdoor display and supplementary advertising, which includes booklets, folders, circulars and store publications.

### INFLUENCE OF VARYING LOCAL CONDITIONS

Just what percentage should be spent in each medium depends upon individual local conditions. For instance a dealer in a western farming community, having to contend with strong mail-order competition, would do well to use the bulk of his appropriation in supplementary advertising and outdoor display, while a hardware man located in the city would find the newspaper his greatest advertising medium. Two other considerations affect media distribution and should be carefully looked into. These are first: the character of the population as regards reading habits, and second, the relative value of such local media as newspapers, street cars and outdoor display. For example, in some outlying districts where farmers pass daily along the routes of travel, outdoor display would be a big factor in the dealer's advertising campaign, while in more congested centers the value of outdoor display would be far less. Then again some newspapers are decidedly strong in their local influence and are read eagerly, while others are glanced over in a perfunctory manner and are of little real value to the advertiser.

### ESTIMATED MEDIA DISTRIBUTION

An average media distribution for the city hardware dealer would work out as follows: Newspapers 70 per cent; supplementary advertising 20 per cent; street cars 5 per cent; and outdoor display 5 per cent. Such a distribution throws the bulk of the advertising into the newspaper, where logically it should be, for the newspaper reaches effectively the greatest number of buyers at the lowest possible cost.

For a dealer in a farming community we would recommend the following proportion: newspapers 60 per cent; supplementary advertising 30 per cent; outdoor display 10 per cent. We have here eliminated the street car and applied the 5 per cent to outdoor display, as street cars are more effective when they are the chief means of local travel.

### DEPARTMENTAL DISTRIBUTION

The final plan to be worked out in the distribution of your yearly appropriation is what is termed departmental distribution by department stores. It is obvious that you should spend more advertising stoves than kitchen cutlery, yet a failure to properly proportion advertising in relation to stock is mainly responsible for the poor results of many a local campaign.

### METHODS OF DEPARTMENT STORES

Department stores have reduced departmental distribution to almost an exact science. Let us take a brief glance at their methods. The department store allots a certain space in the newspaper ad to each department. The size of this space is in direct relation to the size and importance of the department itself. Hence, the department store never makes the fatal mistake of giving to an insignificant department as much space as would naturally be required by a large department.

Every department is carefully watched. Just as soon as sales begin to slacken and drop below normal in any department the space for that department is increased and kept increased until the department recovers its normal status. Thus the advertising for the whole store is almost automatic in adjusting itself to departmental needs and regulating the sales. When it is desired for one reason or another to feature a certain department its space allotment is increased, thereby jumping the sales of that department.

That this space regulation is so generally used by department stores and is so uniformly efficient in its results should be of the utmost significance to every hardware dealer.



SECURING A COMPETITIVE ADVANTAGE

It shows the enormous competitive advantage to be gained by departmentizing the hardware store as advocated by *Hardware Age*. For a dealer who has his store departmentized may apply department store advertising methods with surprising effectiveness. His sales will be under what could be termed practically absolute control. A departmentized store enables him to watch his total sales in *sale units* and to make his advertising echo the figures on his sales book.

For example, the sales records of a departmentized hardware store show daily just where any departmental weakness lies, enabling the dealer to make quick shifts in his advertising. In no other way do such weaknesses come o the surface for observation so often and so quickly.

PLANNING DEPARTMENTAL DISTRIBUTION

Departmental or stock distribution of appropriation should be planned ahead, allowing plenty of leeway for changes and shifts that are bound to be necessary. In allotting his space the hardware dealer should of course be governed by his sales, to a great extent. For example, if he is located in a farming community, then he must spend more on advertising farm equipment than he would on some city requirement.

The following table shows a general departmental distribution for a hardware dealer located in the city:

Mechanic's tools and mill supplies . . . . .	10%
Cutlery . . . . .	5%
Builder's hardware . . . . .	5%
House furnishing goods . . . . .	30%
Farm and garden equipment . . . . .	10%
Sporting goods . . . . .	15%
Paints, oils, varnishes . . . . .	20%
Heavy and shelf hardware . . . . .	5%

While the dealer located in a farming area would more likely arrange his departmental distribution in this manner:

Mechanic's tools and mill supplies . . . . .	5%
Cutlery . . . . .	5%
Builder's hardware . . . . .	5%
House furnishing goods . . . . .	25%
Farm and garden equipment . . . . .	30%
Sporting goods . . . . .	5%
Paints, oils varnishes . . . . .	20%
Heavy and shelf hardware . . . . .	5%

### WORKING OUT THE SCHEDULE

You may think to yourself about at this juncture: "How am I to make certain that my advertising is coinciding with my prearranged schedule if I do not prepare my advertising in advance?" This is easily answered. After you have consulted your sales records and determined just what you are having the most call for and also what stock sections you would like to boost to greater sales, you will know just what per cent of your appropriation you desire to spend on each department. Then simply change the percentages into actual money, as you already know how much you intend to spend for the year in newspapers. Change the money allotted to each department into inches of newspaper space, for you know what you are paying for your newspaper advertising. Divide this space for each department by the size of your regular newspaper space and the result will be the number of ads that should be run for each department. Now you can schedule the ads to run at any time you desire. And you can cut your regular space by one-half or one-third and run as many more ads on each department.

### AN ADVANCE SCHEDULE NOT ESSENTIAL

While it is best to lay out a year's schedule in advance for guidance, you can get along very comfortably by entering up each ad you run under its proper department. This enables you to keep track of how much space is being devoted to each general department, so that you may more closely follow your schedule.

Follow out the same general idea in scheduling your supplementary advertising, car cards and outdoor display. In the matter of outdoor display, however, you need not pay so much attention to departmental distribution, for announcements on bill boards and by painted signs should be inclusive in their nature, featuring the store as a whole.

## CHAPTER IX

# Buying Newspaper Space

**A**FTER you have decided upon the amount you will spend in newspapers for the year, your next step is to make your newspaper contract.

A great many dealers are not buying space on contract for a number of reasons. Perhaps the chief reason is that they do not know in advance just what they are going to spend and so do not care to tie themselves to any contract. Another reason is that they believe they are paying about the same amount month to month as they would have to pay by contract. Still another reason is that their yearly appropriation falls short of the minimum contract space requirements.

So by these and other similar reasons, hardware dealers all over the country are actually losing a vast sum that could easily be saved by a little forethought.

Knowing your total newspaper appropriation, the next thing to do is to determine the amount you are going to spend in each newspaper. Of course, in the small towns this is not necessary, for usually there is but one newspaper to use. But where there are several to be used, rates, circulation and advertising value all must be carefully weighed.

### GETTING A LINE ON YOUR NEWSPAPERS

The morning papers are most likely to be read by business men and their wives—people who have the leisure to read a newspaper before beginning the day's work. Morning newspapers generally have quality of circulation but not quantity. Their subscription price is apt to be higher than that of evening papers and their street and stand sale is smaller. They are good papers in which to feature the higher-priced articles of hardware, and unless their circulation is very small, are superior to evening papers for this class of advertising.

Evening papers are generally read by the working class and by busy housekeepers who have no time to read morning papers. Evening papers usually have a greater circulation but a lower quality. Their subscription price is usually lower than that of the morning papers and their newsstand and street sale much greater. Evening papers are best for the staple lines of hardware.

Of course these conditions may be just the reverse owing to the strength of the paper or to its political advocacy. Where the morning paper has the

largest circulation, it will be found to be either a superior paper in make-up or an advocate of the predominating political belief. However, these are points that are apparent on the surface.

The hardware man is familiar with the strength and weaknesses of his local papers and he, himself, would be the best judge of their respective merits.

#### **HOW MANY NEWSPAPERS TO USE**

In deciding whether or not to use more than one paper the dealer must be guided largely by the amount of his newspaper appropriation. It is better to make a strong showing in one paper than a weak showing in several. And further, he can make a contract to better advantage if he uses a fair amount of space in one paper rather than a small amount in more. Of course if two or more papers in a town have proven valuable mediums, perhaps the better policy for the dealer with limited appropriation would be to use them alternately and forego the saving that would be made by making one contract. Since this policy might prove very successful, increased sales would then offset the loss in buying space.

#### **THE NEWSPAPER CONTRACT**

A contract between publisher and advertiser should contain in writing these six important stipulations: (1) The total amount of space contracted for in inches or lines; (2) if it is a minimum fixed space, the frequency of insertions: whether daily, every other day, twice weekly or once a week; (3) the special position of the ad, provided a special position is desired; (4) the rate; (5) the discounts in the case of a yearly line contract with a large paper, whether for space or insertions or both; (6) the terms of payment.

Before going further it would be advisable for the reader to give some little study to Chapter X, which explains some newspaper terms used in this chapter.

#### **MAKING CONTRACTS THAT SAVE MONEY**

In order that the hardware dealer may understand the saving possible in making newspaper contracts based on the total amount of space he will use, we reproduce and analyze rate cards of three newspapers in three towns of varying size.

In the smaller towns and villages where the newspaper is published weekly, the rates are more flexible and generally speaking no long-term contracts are needed to secure an advantageous rate. All the advertisers stand on about the same footing.

Fig. 31a is a sample rate card showing the rates quoted by a newspaper of 17,000 daily circulation in a city of 67,105 population. It will be noticed that the card quotes both space and time discounts. The discount is for either separately, not both, as in the case with some papers, especially those in larger cities. Note also that the advertiser will be "short-rated" on uncompleted contracts. This means that is the advertiser contracted for 3500 lines at the card rate of  $2\frac{1}{2}$  c. per line and used only 2500, he would have to pay the 1000 line or short term rate, which in this case is 3 c. per line.

DISPLAY ADVERTISING—RUN OF PAPER	
<b>DISPLAY RATES—Transient,</b> 6c. per agate line, run of paper. <b>DISPLAY RATES—Space to be used</b> <b>within One Year</b> 1,000 lines 3c. 3,500 lines or 250 inches, $2\frac{1}{2}$ c. 7,000 lines or 500 inches and over, $2\frac{1}{2}$ c.	<b>TIME RATES—Space to be used with-</b> <b>in One Year.</b> Minimum Space, 14 lines. Once a week, 52 times, 3c. Every other day, 156 times, $2\frac{1}{2}$ c. Every day, 312 times, $2\frac{1}{2}$ c.
Rates will be charged on uncompleted contracts on the basis of this card for the space used.	
Position next reading 15 per cent advance. Full position 25 per cent. advance	
CLASSIFIED ADVERTISING	
One cent per word in advance. Ten cents per line if charged. No Advertisement less than 25 cents. Six words to line.	
READING AND LINE NOTICES	
Pure Readers and Political Notices . . . . .	30 cents per line
Legal and Official Business . . . . .	15 cents per line
Birth, Death, and Marriage Brevities . . . . .	50 cents each
Telegraph Readers . . . . .	50 cents the line

FIG. 31a.

According to this rate card, positions are charged for extra, 15 and 25 per cent respectively for position next reading matter and full position.

Supposing for instance the hardware dealer has decided to spend \$125 in this one paper for the year. Referring to the time rates quoted he finds that he will have to run at least 14 agate lines or one inch per day for one year to obtain the minimum time rate. Such a schedule would not be apt to adapt itself to his plans, as he would naturally desire to decrease his ads in dull times. In fact this time rate is usually made to apply solely to foreign advertisers who run small ads frequently without changing the copy. In this instance the time rate at 3 c. represents only  $52 \times 14$  lines or 728 lines as compared with the 1000 lines necessary to secure the 3 c. display rate.

### MINIMUM RATES EFFECT GREAT SAVING

So the hardware man turns to the display or space rates on the card. To obtain the minimum display rate he must use 7000 lines within the year. At  $2\frac{1}{4}$  c. per line this would amount to \$157.50. As his appropriation for the paper is but \$125, he must either increase this amount to obtain the minimum rate or pay the 3500 line rate, which as the card shows is  $2\frac{1}{2}$  c. At  $2\frac{1}{2}$  c. his \$125 would buy 5000 lines or 2000 short of the minimum requirements. This same amount of space at the minimum rate would cost him \$12.50 less, as he would be paying but  $2\frac{1}{4}$  c. per line instead of  $2\frac{1}{2}$  c. Many times the dealer can by a little shifting—reducing the space in this paper and increasing space in that one—take advantage of these minimum rates. If the dealer were using three papers his saving through securing minimum rates could easily amount to \$50 or \$100 and more, depending upon the size of the papers.

This dealer, who appropriated \$125 for the newspaper represented by Fig. 31a, might find that his appropriation for another paper was in excess of the amount required for a minimum rate. By shifting this surplus to his \$125 appropriation it could no doubt easily be run up to \$157.50, or the amount necessary to secure the minimum display rate of  $2\frac{1}{4}$  c. per line. If full position were desired 25 per cent would have to be added, making the total amount \$196.88.

His 7000 lines may then be used in any way he desires provided it is all used within the year, otherwise he would pay the 3500 line rate of  $2\frac{1}{2}$  c. He could run a 5-inch ad 100 times—a 10-inch ad 50 times, or any combination of sizes he desired. During the summer months he could drop down to 5 inches a week, increasing the space in the fall.

### THE PRACTICE OF REBATING

Some newspapers make a practice of rebating; that is, if the dealer contracted for 3500 lines for the year and actually used 7000, the publisher would allow him a rebate for each line of space used, equal to the difference between the 3500 line rate and the 7000 line rate. But the publisher is not bound to so rebate unless the contract requires it. If provision can be made for such a rebate in the contract, it would be well to include it, provided the advertiser thinks there is any possibility of his earning it. Every special agreement should be written in the contract and not left to a verbal understanding.

Fig. 32 is a sample rate card showing the rates quoted by a newspaper of 4500 daily circulation in a city of 31,508 population. This card is much simpler to work out than the one shown by Fig. 31a. Rates are quoted on number of inches used, as the line rate in at least one instance would be but a fraction of

one cent. Here, as in Fig. 31*a*, the rates are quoted on run of paper, next to reading matter and full position. In a smaller paper, the run of paper rate is apt to prove a good investment, as the smaller sheet is not so crowded as the larger daily and the dealer is more likely to get a better position day after day, at a much less cost than if he specified a position.

DISPLAY ADVERTISING—RATES			
Inches	Run of Paper	Next Reading	Full Position
1 to 100	15c	16c	18c
101 to 1000	12	14	15

Composition 5 cents per inch extra.  
 Agency Commission 15 per cent. Cash, 15 days 2 per cent.

Reading Notices—Rates.  
 Among Pure Reading, in Body Type—5c. per count line.—6 words to line.  
 In Display Space—Highest Display Rate plus 5c per inch for composition.

Classified Department—Rates.  
 Wants, For Sale, Agents, etc.—One cent per word per insertion. Thirty words or less, three times, 50c.; one week, \$1; per month, \$3. Agents commission 15 per cent. No order accepted at less than 25c. for single insertion.

FIG. 32.

### HOW ONE INCH SAVES \$2.88

Supposing the dealer were to make a contract with the newspaper represented by this rate card. Up to 100 inches he would have to pay a run-of-paper rate of 15 cents per inch; 100 inches would cost him only \$15, so in this case he should most certainly overrun 100 inches to reduce his rate to 12 cents per inch. For 101 inches, one more inch than 100 inches, would cost him actually less than the amount he would have to pay for 100 inches, to be exact, only \$12.12. At the 12-cent rate, his \$15 would buy 125 lines.

This is another instance where many hardware dealers lose money by not figuring their rate cards carefully. For example, a small dealer who desires to use 80 or 90 inches in his local paper fails to realize that by using a few inches more he can buy the larger amount of space *actually cheaper* than the smaller amount.

**CHANGE YOUR COPY**

It will be noticed that this rate card lists a charge of 5 cents per inch for change of copy. Such papers are fast disappearing. The tendency is at present to help the advertiser make his ad profitable and frequent changes of copy are encouraged. The dealer who continuously runs the same copy in order to save the bother or cost of changing it is surely "penny wise and pound foolish."

This rate card offers 2 per cent for cash, which still further reduces the total cost of a contract.

**RATE CARD OF A METROPOLITAN DAILY**

Fig. 33 is a sample rate card showing the rates of a metropolitan daily of large circulation. Note the multiplicity of position charges. Aside from full position and next reading, there are listed five other separate positions. Different charges are made for different pages.

The hardware dealer would have to spend a considerable sum to earn a space discount on such a paper. Of course in a smaller metropolitan city like Newark, N. J., Albany, N. Y., Des Moines, Iowa, etc., this amount would be cut down by a fifth and less. But the general method of charging would remain about the same.

**"FULL COPY" DISCOUNT**

Metropolitan dailies generally offer what is termed a "full copy" discount. This is in addition to space and cash discounts. This discount is described in detail on page 48, Chapter X.

The hardware dealer who is making contracts with metropolitan newspapers should keep in mind the full copy discount and endeavor to equalize his space in the different papers he uses so as to earn this discount in addition to his space and time discounts.

**ADVANTAGE OF A FIXED POSITION**

In papers of large circulation a fixed position for the ad is very desirable. Such papers are usually crowded with advertising, but when an ad, even a small one, occupies the same position day in and day out, readers have no difficulty in locating it, and that particular space in the newspaper becomes identified with the advertiser.

The specified position will cost a little more than run-of-paper, but results will justify the extra charge.



# General Advertising Rates

## Daily and Sunday

	Agate Line		Agate Line
Run of paper.....	\$ .40	Second page.....	\$ .50
Designated inside page other than oppo- site editorial, second or third page..	.45	Third page.....	.50
Sporting page.....	.45	Last page.....	.50
Title page of sections.....	.45	Page opposite editorial.....	.60

# Position Charges

## Daily and Sunday

Extra charge for all general advertising requiring position. Classified advertising to secure position must pay general run of paper rate plus position charges.  
Positions may be ordered at following rates in addition to regular run of paper rate:  
Top of column next reading, 25 cents a line additional.-  
Top of column, next reading, 2d, 3d, 6r last page, 45 cents a line additional.  
Top of column, next reading, page opposite editorial, 50 cents a line additional.  
Top of column, 15 cents a line additional.  
Top of column, 2d, 3d, or last page, 35 cents a line additional.  
Top of column, page opposite editorial, 40 cents a line additional.  
Next reading, 5 cents a line additional.  
Following reading, 10 cents a line additional.  
Following the next reading, 15 cents a line additional.

Bottom of column, 5 cents a line additional.  
Bottom of column, surrounded by reading, 25 cents a line additional.  
Designated page, 5 cents a line additional, except second, third, last or page opposite editorial.  
Page opposite editorial, 20 cents per agate line additional.  
Second, third or last page, 10 cents per agate line additional.  
Sporting page, 5 cents per agate line additional.  
Title page of sections, 5 cents per agate line additional.  
Advertisements to secure position must be at least 28 lines in depth. Top of column and top of column next reading, at least 42 lines. Next to reading or bottom of column at least 14 lines.  
No advertisement accepted for editorial page.  
Position charges not subject to time discount.

# Contracts

## Space

Space discounts for contract general advertising for space used in one year:  
5 per cent on..... 5,000 lines  
1 per cent additional for each 1,000 lines up to 25,000 lines in one year. 25 per cent on 25,000 lines or more used in one year.  
Additional discount of 10 per cent on space discount advertising contracts for local retail stores, unclassified, in any month in which advertiser shall have used as many lines of space as in any other morning and Sunday newspaper.

Space discounts apply only to unclassified general advertising on written contracts, and not allowed when time discounts are applied.

Rate per Agate Line	Time			
	One Year	Six Months	Three Months	One Month
Daily.....	.32	.34	.36	.38
Three times a wk.	.34	.36	.38	.40
Twice a week...	.36	.38	.40	.40
Once a week....	.38	.40	.40	.40

Minimum space 14 lines each insertion.  
Time discount not allowed when space discount is given.  
Position charges not subject to time discount.

FIG. 33.

## VARIATION IN NEWSPAPER RATES

An average newspaper rate based upon population would be difficult to work out, for the reason that the circulation of newspapers in cities of equal size varies greatly. Moreover, some newspapers offer advantageous contract rates to encourage the advertiser while others do not. Then again, the prosperity of the town and other local conditions govern the rates to a considerable extent.

Newspaper advertising is unlike magazine advertising, where the rate is usually computed on a pro rata basis according to circulation.

To show how newspapers vary in rate irrespective of population, let us study some figures. The city of Holyoke, Mass., has a population of 57,730. The *Evening Telegram* of that city has a circulation of 8000 and it has a transient rate of 75 cents per inch and a minimum contract rate of 15 cents. Now take the city of Brockton, Mass., with 56,878 population. The *Evening Enterprise* has a circulation of 11,752 with a flat rate of 30 cents. Brockton, with less population boasts of a paper of nearly half again the circulation of the Holyoke paper and a rate in proportion. Conditions in the two cities evidently are vastly different, though both are noted manufacturing towns.

Here is an interesting rate comparison. The city of Wilkes-Barre, Pa., has a population of 67,105. The *Times-Leader* is the leading evening paper with a circulation of 16,500 and a transient rate of \$1, minimum contract rate 31½ cents. Portland, Me., has a population of 58,571. The evening paper is the *Express* with a circulation of 17,598 and a transient rate of \$1, minimum contract rate 19.2 cents. Here are papers practically equal in size, yet the Portland advertiser enjoys a rate nearly 13½ cents lower per inch than his brother in Wilkes-Barre pays.

## CHAPTER X

# Newspaper Advertising Terms

**I**N order that the hardware man may correctly estimate the cost of newspaper advertising, it is necessary for him to understand clearly the technical terms found on all newspaper rate cards, explanations of which follow:

*Flat Rate.* This is a rate that remains as quoted regardless of the size of the ad or the number of times it may be inserted. Newspapers of small circulation seldom offer such a rate as this, for it is to their interest to encourage the local advertisers to make long-term contracts in order to secure a minimum rate. Papers having a large circulation generally have a flat rate, but even these make concessions for unusually large space contracts. (See sample rate card Fig. 33, page 45). These papers carry more transient advertising and offer a low flat rate.

*Term Rate.* This is a rate that varies with the number of insertions of the ad. For example, according to the sample rate card shown by Fig. 31*a*, page 41, the rate for a 5-inch single-column ad, to be inserted once a week for one year, would be 42 cents per inch each insertion. If the ad were to run every day for one year, the rate would be reduced to  $31\frac{1}{2}$  cents per inch, each insertion.

*Contract Space Rate.* This rate varies according to the total amount of space used in a stated period (generally one year). For example, according to the sample rate card shown by Fig. 33, if 5000 lines are used in one year, the rate would be the flat rate, less 5 per cent discount. If 10,000 lines are used in one year, the rate would be the flat rate, less 10 per cent discount.

*Line Rate.* This is the rate charged for each agate line of space occupied by an ad. Thus, should the rate be 3 c. per line, per insertion, a 5-inch ad would cost  $\$.03 \times 5 \times 14$  or \$2.10 per insertion, there being 14 lines of agate type in an inch. The ad could be set in any size type or devoted to illustration or white space. The total amount of space used is measured off and charged for on a basis of 14 agate type lines to the inch. Some few papers have a rate of so much a nonpareil line or 6-point type, 12 lines to the inch. Agate type is  $5\frac{1}{2}$  points in size.

*Inch Rate.* This is the rate for an advertising space one inch deep and one column wide. The space occupied by an ad is thus charged on a column-

inch basis, never on a square-inch basis. For example, an 8-inch, double-column ad occupies 8 inches by twice  $2\frac{1}{8}$  inches, the width of a newspaper column, or 35 inches square. It is charged for, however, as 8 inches by 2 columns or 16 column inches.

*Run of Paper.* If a contract specifies position as run of paper, the publisher has the right to place the ad in whatever position or on whatever page may suit his convenience.

*Special Position.* Any position specified in the contract, such as "first page," "sporting page," "full position," "next reading," etc.

*Siding Position.* When an ad is placed next to reading matter, it is said to have siding position. For this position, an extra charge from 10 to 25 per cent is made, if it is specified in the contract.

*Full Position.* When an ad is placed next to reading matter at the top of a column of reading matter, it is said to have full position. It may be also placed next to reading matter and either above or below reading matter provided it is the only ad in the column. Inasmuch as this is the best position in the newspaper, from 20 to 50 per cent is usually charged extra, if full position is specified in the contract. If an ad receives full position on a run-of-paper contract, the publisher cannot collect an extra charge for such position.

*Full Copy.* When an advertiser is running the same amount of copy or using the same amount of space in all papers in which he is advertising, he is said to be running "full copy." It will be noted that the rate card shown by Fig. 33, offers a discount of 10 per cent for full copy. This discount is additional to space or time discounts.

*Change of Copy.* Only papers of small circulation and low space rates make any charge for changing copy or re-setting an ad. Rates are usually made high enough to take care of the cost of ad composition, for up-to-date publishers realize that frequent change in copy is essential for best results.

*Breaking Column Rules.* A 2-column ad will break the rule that separates each column. Thus, if the ad is 3 columns wide, it will break two such rules and so on up to the width of the page. It will be seen from this that a small advertiser could overshadow a large space user by spreading his ad over several columns. In addition such an ad would detract from the appearance of the page as a whole. To prevent any such occurrence, newspapers usually place certain restrictions on column breaking. Newspapers in large cities usually make an additional charge for each column broken. Hence, in such a paper it would cost more to run 6 inches double column than it would to run 12 inches single column. Other newspaper rate cards list a minimum space that may be occupied by an ad that breaks column rules. Certain metropolitan news-

papers will not run an ad entirely across their page unless it is a minimum number of inches deep.

*Foreign Advertiser.* An advertiser who is not a strictly local advertiser. Foreign ads are usually sent to the newspaper in the form of electros or matrices.


*Extra Cut Charges.* This is a custom that is limited to but a comparatively few papers. The space occupied by the cut is charged extra for, making really advisable, in so far as cost is concerned, to run all-type ads. Advertisers object to this ruling and the paper which maintains it is the exception not the rule.

*Short Rate.* If an advertiser discontinues before the date of expiration of his contract or before he has used the total number of lines or inches contracted for, the publisher will "short rate" him, or, in other words charge him for the amount of space actually used at the short-term, or lower space rate current at the time the contract was signed. For example, supposing the advertiser makes a contract with a paper having the rates listed on the sample rate card shown by Fig. 31*a*, page 41, and makes his contract call for 7000 lines to be used in one year. If he uses but 6000 lines in the year, he will have to pay the short-term rate, which in this case is 3500-line rate. On the other hand, if he contracted for 3500 lines and at the end of the year used 7000 lines, the publisher will usually allow him a rebate for each line used, equal to the difference between the 3500-line rate and the 7000-line rate. But the publisher is not compelled to rebate in this manner unless it is specifically so stated in the contract.

## CHAPTER XI

### Styles of Copy

**I**N Chapter I the underlying principles of good copy were taken up in detail. Here, we will concern ourselves simply with style of written expression. By style in copy we mean simply the manner of presenting ideas to the reader. We do not refer to any peculiar, individual mode of writing; such distinctiveness may be all right for literary people, but it is not needed in an ad.



**BASE BALL**

Is in the air. The big league teams will soon be headed  
Toward, the mid, warm climate of Beaumont and the  
coach country is already inviting every ball player to "warm  
up" to "toss a few," and we are ready to furnish the famous

**Reach Base Ball Goods**

Baseballs without a peer; bats of every kind; mitts,  
masks, protectors and all. If you live in Beaumont come  
and see them—if you don't, then write us for catalogue—it's  
free. Order your uniforms now. We carry complete lines  
in stock or will have them made specially for you. Ask us  
for free samples.

**E. L. Wilson Hardware Co.**

FIG. 34.

**Let George Do It**

When it comes to harness let our Mr. George Akers do it for you. George has been  
making harness in our shop for the last four years and he **BUILDS RIGHT** when it comes  
to harness.

George is awfully particular about the material that goes into a harness he makes,  
and we take special care to see that we supply him with the very best, consequently we buy  
only the highest grade of leather and trimmings to be got.

George's exacting workmanship combined with the good material makes a combina-  
tion that can't be beat, places us in a position to offer you—Harness of Quality—right from  
the maker to the consumer at the very lowest possible price.

When it comes to our facilities for doing harness work  
we are up in the front row—last week a gentleman from Hamel  
came to our shop and wanted a special bridle made—he want-  
ed it quick, in fact he wanted to catch the next car. George  
just had 67 minutes to do this job and

**George Did.**

ONE OF YOUR BEST REASONS for coming here for har-  
ness is our way of selling it. You appreciate, of course, the high values  
we offer: the certainty of quality in every harness we show—the leather,  
the workmanship, the trimmings—which means everything. All these  
things count. But our way of doing it counts too. Your money is  
always on deposit here until you know you are satisfied. No matter  
what you buy, or pay for it, in our harness section we guarantee satis-  
faction. This is your store and we are running it in your interest. You  
will realize what such a store means to you some day if you don't now.

**TUXHORN BROS. HDW. CO.**  
228-230 N. Main St., EDWARDSVILLE, ILL.

**Do You  
Spend Your  
Money or do  
You Invest It**

FIG. 36.



If you'll excuse our talking shop  
we'd like to remind you of  
Razors. Of course barbers are a  
necessity but you can't carry one  
around in your "grip" nor have one on your dresser in  
the morning. Hence razors, and then, of course, Rayl's.  
The Raylway Razor is the style your grandfather used  
and it lasted him all his life (\$2.00). The other is the  
latest serve-self safety, the Gillette, and Rayl's is a hand-  
ing hundreds of them out in exchange for \$5.00 or more.  
And at Rayl's is the Durham Duplex and the Auto-Strop  
Safety so widely advertised; and the Gem Junior Razor  
with 7 blades, \$1.00. Razor Strops, 25c up. Shaving  
Brushes, 10c to \$1.50. Razor Hones, Shaving Soap.  
Rayl's is really the e-e Razor Shop of  
Detroit. Come and see!

Dry goods and drug stores display  
Scissors and Shears, "rag tag and bob-  
tail" lots, but the wise folks, the really wise ones, buy  
ent at Rayl's. The same old standard makes at hard-  
ware prices from the dainty, ladylike Embroidery Scissor  
up to the Heinisch Tailor Shears. Long slim Office  
Shears, Barber Shears, Candy Shears, Leather Shears,  
Folding Pocket Scissors—we don't really see how anyone  
would want to buy anywhere but at Rayl's, really we  
don't. Please concur.

And as for Pocket Knives, it'll be Rayl's.  
The best place to buy Pocket Knives is a hard-  
ware store and the best hardware store is

Rayl's, hence—Which means that when you want  
a Pocket Knife we want you to want to get it at Rayl's.  
there really isn't any better place.

**T. B. RAYL CO.**  
112-114 Woodward Ave.

FIG. 35.

### HOW TO STUDY COPY STYLE

So that you may gain a working knowledge of copy style we outline briefly the most frequently used methods of appeal and show ads illustrating these methods.

With this foundation, you can carry your study of copy style as far as you care to, and the best way to go about it is to analyze current advertising, both local and national.

Fig. 34. *The Terse, Snappy Style.* The sentences are short and crisp,

**Gregg's for Hardware at the Right Price.**

**I've got  
a fine  
line  
of  
the best  
in TOOLS**



And better than that, I can save you money on almost everything you need in this line. On the shelves of my great big modern Hardware Store I've a most complete stock of America's best known make of Tools. Everything that any man ever needs in the way of tools, I can show him, and at the easiest prices to pay, too.

**For Every Real Carpenter**

The facilities of my big store are ideal. Our quick service is something you'll like, too. Our stock is such a large one, and is so conveniently arranged that we can give you just what you want in a jiffy.

**The Right Tools for Machinists**

With always to be found here. If you don't know just exactly what you want, I'll be glad to give you one of my illustrated catalogs. Write me, or ask me for it when you come in.

**Open Saturday Evenings**

**GREGG Hardware Co.** Per *Gregg*

39 AND 41 CONGRESS ST.  
44 AND 46 CADILLAC SQUARE.

FIG. 37.

## The Last Word In Lawn Mower Construction Is PENNSYLVANIA

This peerless machine is known the world over as the standard of perfection and is the one that other manufacturers continually aim at.

The Pennsylvania Jr. Lawn Mower represents the result of the highest grade of skilled labor combined with the finest of materials. It has a reputation with professional gardeners which no other machine enjoys.

The five cutting blades in the cylinder are constructed of Crucible Tool Steel as is also the stationary blade.

It has a double chain of gears and is wholly ball-bearing, giving it the least wearing possibilities and easiest running features.

It appeals to the Lawn Mower buyer as being in a class by itself and judging from the comments of our many pleased customers, it has certainly won its reputation fairly.

What appeals to the professional gardener as being the most economical and least expensive, should certainly appeal to the man who trims his own lawn.

We have the entire line of Hand Mowers in stock from fourteen inch up to nineteen, and you cannot make a mistake when you purchase a Pennsylvania Jr.

You at least owe it to yourself to come in and see before buying elsewhere.

But remember—no matter what other kind of a mower you purchase you will regret NOT having bought the Pennsylvania.

Our stock of Garden Hoes, Reels, Nozzles, Grass Shears and Hooks is the largest and best in Phoenixville and we ask you to come to us as the logical place to purchase these items.

**The N. H. Benjamin Co.**

Wholesale and Retail Hardware  
205 Bridge St., Phoenixville, Pa.

FIG. 38.

at the same time expressing definite ideas. A most effective copy style to make use of where space is limited and a complete presentation must be made.

Fig. 35. *The Chatty Style.* The copy here is a sort of confidential talk to the reader. Chatty copy is very effective and generally secures interest at once. It is a particularly effective style with which to introduce new goods.

Fig. 36. *Thy Humorous Style.* The danger in using this style is that you can very easily overdo it. In this ad, humor is running through the text,

but it is so skilfully introduced that it does not detract from the force of the selling talk.

Fig. 37. *The Personal Style.* The copy in this ad is written in the first person and a further personal touch is secured by the written signature. The chief disadvantage of using the personal style is that it features a personality instead of a store. But many successful enterprises have been built up by personality in copy. Generally speaking, if the personal style is used, it should be adhered to closely.

Fig. 38. *The Descriptive Style.* This style, an excellent example of which is shown in this ad, is perhaps the most useful and all-round effective style that the hardware copy writer can use. Advertising must be informing to sell goods and the descriptive style leaves little to the reader's imagination.

#### SIDESTEPPING MONOTONY

The hardware copy writer should give considerable study to the different methods of presenting an idea, for by so doing he is enabled to save his ads from the deadly

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<b>English Cutlery Made in America</b>	<p>England can still beat us in some things.</p> <p>The making of fine cutlery has always been one of them.</p> <p>So when the H. &amp; R. people decided to make the best pocket cutlery produced in America—</p> <p>They not only imported the best cutlery bars that to be found in Sheffield—</p> <p>But they also brought over a full force of English workmen;</p> <p>Men skilled in the making of hand-forged blades;</p> <p>With a knowledge of accurate tempering, grinding, polishing and assembling of the parts.</p> <p>That's why it's possible for us to sell this fine English cutlery at American made prices.</p>
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**BARRETT HARDWARE CO.**

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FIG. 39.

monotony of a sameness in treatment, and to choose the style most effective for each individual ad, for some ads must be snappy, some sedate, some direct and frank, some humorous, and so on according to the various subjects touched upon.

## Hardware History

42 years ago a farmer residing west of New Holland, Lancaster County, thought it would be possible to establish a hardware business in Ephrata. He came to our town and bought the building that for all these years has been Sprecher's Hardware Store. He occupied the front part of the building, a space 20x30 feet and lived in the other part of the building. He bought a Stock of Hardware wherein the QUALITY of the article was more looked to than the price thereof. In all these years this QUALITY Policy has been upheld. In a few years the aforesaid policy built up the business to such an extent that he had to vacate the residence part and convert the whole building into a hardware store. Later on it was necessary to add a large warehouse to the store building and some years later another larger warehouse. Owing to the large patronage of the people that appreciate QUALITY Hardware instead of so-called CHEAP Hardware it is again necessary to enlarge the store. The present owners, sons of the originator of the store, will build a new and up-to-the-minute Hardware Store for the purpose of always selling QUALITY Hardware in an up-to-date manner.

In the Stove and Housefurnishing goods Department, in particular, this firm can show you where you can save one-half of the cost of the coal bill by using one of the famous Peninsular Steel Ranges. This alone is quite an item to young folks starting housekeeping this spring.

Thanking you for your patronage in the past we solicit a continuance of the same.

## I. G. Sprecher's Sons

HARDWARE OF QUALITY  
Ephrata - - - Pa.

FIG. 40.





Fig. 39. *The Analytical Style.* The copy in this ad takes the proposition and logically carries the reader to the climax. The reason for the quality of the cutlery is carefully analyzed and presented in its successive steps. The analytical style combined with the descriptive style make copy at one that arouses the imagination and satisfies the desire for complete information.

Fig. 40. *The Story Style.* Here the copy tells the story of a business. The writer will not find the story style so useful as some of the other styles, but there are occasions when this style is absolutely necessary to properly convey the thought. Among these occasions might be mentioned store openings, season announcements, stating store policies, etc.

Fig. 41. *The Department Store Style.* This is a portion of a large ad of a departmentized store. Note the broad ideas and suggestions in the opening talk and specific description in the item panels. For the hardware dealer who uses large space and lists many different articles, the department store style of copy is essential to correct presentation.

## CHAPTER XII

### Booklets

**A** BOOKLET is a piece of business literature whose scope is more than that of the folder or circular and less than that of the catalog.

With this distinction in mind the hardware dealer will see more clearly just when the use of the booklet is called for.

#### SUPREMACY OF THE BOOKLET

The booklet is perhaps the most attractive form of advertising printed matter. The reasons for its popularity may be ascribed to its neat, compact size, making it handy to carry and to file, its brief presentation, and its possibilities in the way of interesting make-up and attractive design.

#### GOOD PRINTING THE FOUNDATION STONE

A booklet to be effective must be printed in good style. A circular and folder may be cheapened in make-up very considerably and still retain their selling force, but not so with the booklet. So unless you are prepared to spend an amount sufficient to insure a good printing job, better stick to the folder or circular.

The cover design is most important. Strong effects may be secured with type alone, but it is better to use some sort of an illustration. Two colors are much more effective than one on the cover and cost so little more that it is poor policy to economize in this direction.

You should ask the printer for several different set-ups of the cover before you make a final decision.

#### COPY REQUIREMENTS

The copy for a booklet should be brief and snappy in style. A study of some of the booklets furnished you by manufacturers will give you a good general idea as to the amount and kind of matter required in a booklet.

Inasmuch as the booklet is much more complete than the circular or folder, it is well adapted to featuring single articles of hardware selling at a relatively high price. For example, kitchen cabinets, fireless cookers, refrigerators, etc.

The booklet usually makes a stronger impression upon the reader than the

catalog, because the prime purpose of the booklet is to sell, while the catalog is more a work of reference, the selling factor being secondary in importance. In other words, the booklet arouses the interest and the actual purchase is decided upon with the aid of the catalog. If you bear in mind this difference you will not make the mistake of many: that of trying to make the booklet do the duty of the catalog. Of course this does not hold true where there are only one or two styles of the article, although detailed description should be cut down in the booklet as much as possible.

#### A WORKING PLAN

Supposing you are preparing a booklet on fireless cookers. The copy would point out briefly the desirability of a few extra hours for the housewife, it would then explain how the fireless cooker makes such time-saving possible. The closing paragraphs would invite the reader to the store for a demonstration and quote prices. The cooker would be neatly shown by a well-drawn illustration on the cover or on the inside page. This is but a brief outline that merely serves to show how a terse but complete appeal should be worked up for a booklet. Every booklet should make this same definite appeal.

To sum up, the booklet is really an ad enlarged and amplified and written with a more personal appeal.

The hardware dealer can make very effective use of the booklet in featuring any one of his departments. In this case a diversity of articles could be illustrated and referred to.

## CHAPTER XIII

# Mail Folders

**A** MAIL folder is very much different from the ordinary folder. The former is sent through the mails and is designed in most instances to induce inquiries by mail, while the latter is merely a variation of the circular.

The mail folder can be made up in various shapes, but its general form remains much the same. On one side there is the postage stamp and address; the other side is generally left blank. It may have two or more folds and carry a return postcard or coupon. A clip, seal or slot holds it together and the printing is spread before the reader as he straightens out the folds.

### ADVANTAGES OVER THE CIRCULAR

Although the mail folder is not usually as complete as the circular, it has several decided advantages over the latter. It is sent through the mails, thus carrying a more personal air than the circular, is generally printed on better stock and can be designed to induce quick action.

The keynote of the mail folder is a short snappy approach concluding with a direct bid for action in the form of an attached post card or coupon.

### TWO IMPORTANT USES

The mail folder is particularly valuable in introducing new goods and in making store announcements. For these uses it takes the place of the circular letter and generally is more effective for the reason that it may be dressed up more attractively.

The successful mail folder is one that has had careful attention in its make-up in printing, for you are sending this piece of literature through the mails, and the paramount requirement of mailed matter is attractiveness.

The mail folder should carry strong design or illustration to heighten the effect of the type matter. Usually this design is repeated on the outside fold, of course in smaller size.

### AROUSING CURIOSITY

The design, lettering or printing placed on the outside or address fold should never reveal the contents of the folder. The recipient should be given an incentive to open the folder, as often a folder is unfairly judged by its outside

cover. Some catchy wording, arousing the reader's curiosity, is often resorted to and with good effect.

Two colors add greatly to the effectiveness of the mail folder, for with two colors the design or border effects can be printed in color and the type matter in black, the two forming an eye-catching contrast.



## Hot Weather Kitchen Helps



The cares of Summer Housekeeping are considerably lightened when you buy your Kitchen Hardware from us. Quality is everything where Household Utensils are concerned, and the high standard of our goods leaves nothing to be desired. You'll be interested in our Summer Display of Household Hardware. You'll find lots of things for you to choose from. Come in and look around.

<b>ICE CREAM AT HOME.</b>  It is only a matter of Five Minutes with the "up and down" motion of the "WONDER" Freezer. All Family and Hotel sized. Prices from ..... \$1.50 up	<b>ICE PICKS AND CHIPPERS.</b>  Tempered Tool Steel Blade; Needle Point; Oak Handle. Prevents waste when breaking ice. <b>KEEN KUTTER</b> ..... See up Others ..... See up Stamped Sheet Steel Ice Chopper; Hardwood Handle. See up	<b>REFRIGERATOR TIME.</b>  You will have no trouble keeping food pure and wholesome with a "Rifle" or "Leader" Refrigerator in your home. Automatic Double Circulation. Walls Lined with Charcoal Absorbent. We offer you Comfort, Economy, Cleanliness and Health in our Refrigerators at \$6.50 and up
<b>THERMOMETERS AND BAROMETERS.</b>  95% Inches Spirit. Graduated for Air Temperature. See	<b>DELMAR FAMILY SCALES.</b>  Weighs Accurately up to 34 lbs. by ounces. See	<b>OIL COOK STOVES.</b>  R. & B. Blue Flame Wickless. Heavy Sheet Steel. Automatic Shut-off Oil Valve. Sixteen Two Burners. Only \$4.50
<b>LEMON SQUEEZERS.</b>  Extra Heavy with Rubber Cores and Caps. See and up	<b>EGG BEATERS.</b>  All Kinds, at All Prices. From See and up	<b>KEEN KUTTER COKE SCREWS.</b>  Combination Cork Screw, Crow's Opener, Seal Lifter and Wire Breaker. A handy Summer Tool
<b>DALEY FAMILY CHURNS.</b>  Heavy Clear Glass Jar. Beveled Corners. Nickel Plated. Stamped Steel Screw Cap Top. Cast Iron Gear Frame. Hardwood Turbine Dasher, with 4 Paddles. 3 to 7 Pints Capacity. \$1.25 to \$2.50	<b>MILK KETTLES.</b>  Seamed and Soldered, 10 Tin. Plain. Riveted Ears. Wire Ball. Rimmed Tin Cover. Soldered Handle. 1 to 10 qt. sizes. See and up	<b>BUTTER BOWLS AND LADLES.</b>  Brick Shape. Made of wood. Dove-tailed Corners. See Natural Finish. \$1.00 Others 15c up
<b>BREAD TOASTERS.</b>  Toasts Four Slices of Bread at One Time, while Tea or Coffee can be made on Top of Toaster. See	<b>WATER COOLERS.</b>  Seamless Steel White Enamel Reservoir; Sawdust Lined. In 3 to 10 Gallon Sizes. \$1.25 and up	<b>CHERRY STONERS.</b>  Works Clean and Fast without Crushing the Fruit. A Splendid Device for Seeding Cherries. See
<b>LACLEDDE HAMMOCKS.</b>  Laclede Hammocks in All the Newest Colors; Close Woven. Full Length, with Pillow and Valance. From \$1.00 to \$2.00	<b>FISHING TACKLE.</b>  If you like to go fishing, better get your Tackle here. We have and know just what is needed for the fish you are after. You will find our stock complete and our goods reliable. Come in and look over our Tackle-Stock. We have more of it than ever before and better than ever.	<b>LAWN SWINGS.</b>  Pull Bolted; Painted a Rich Vermilion. Holds Four Persons. See



## NIX & BERGHOFFER

### PALMYRA . . . MISSOURI



FIG. 42.

### THE SERIES PLAN

Mail folders can be used very effectively in series. For instance, if the hardware dealer carries a certain make of refrigerator exclusively and desires to feature it, let him prepare a series of say four or six mail-folders, each folder showing an illustration of the refrigerator and the copy bringing out different arguments each time. Other articles, fireless cookers, freezers, stoves, etc.,

can be treated in the same manner. Many merchants have found this a most efficient way of making sales.

Special sales are especially adapted for featuring in the mail folder. This brings up one of the most effective features of the mail folder. The dealer can give advance information on special sales to just whom he elects, for the mail folder, unlike the circular, is seen only by those to whom it is addressed. He can take a list of his regular customers and make his arguments very strong by pointing out the fact that only his regular customers have been favored by the advance announcement. This always makes the psychological appeal to the average person and he generally hastens to take advantage of the first-hand information.

#### PROPER USE OF THE MAIL FOLDER

The mail folder is perhaps the most personal piece of literature the dealer can issue, save of course the form letter. For that reason he should not try to do with it what he would do with the circular; there is not the space to list a great quantity of articles with illustrations, and the personal air is rather lost when matter meant for a circular is crowded in a small folder.

Fig. 42 shows the inside folds of a very strongly written mail folder.

## CHAPTER XIV

### Circulars

**A** CIRCULAR is a general name for a piece of printed matter varying in size from a small handbill to an entire newspaper and even larger.

Several features in the make-up and use of the circular serve to distinguish it from other forms of business literature.

In the first place a circular is an announcement of little more than transitory value. Its purpose is to create demand immediately, and unless it does this it cannot be judged effective. To aid in creating this immediate demand, the make-up of the circular must border on the sensational whether it features prices or quality values. And because it is such a transitory medium the circular is usually gotten up as cheaply as possible. We say this advisedly, for there are many exceptions to this rule.

But the circular does not demand an elaborate make-up, for it is, in most cases, distributed from door to door, and this distribution lacks the personal appeal of mailed literature and also entails considerable waste.

Of course, where a circular is mailed, greater care should be used in its make-up. For example, a store-opening announcement in circular form would of course have to be treated in a somewhat different manner than the out-and-out circular.

#### THE CIRCULAR IMPERSONAL IN APPEAL

The circular has both a great many advantages as well as some few disadvantages. By keeping its advantages and disadvantages in mind, the hardware man will more clearly understand at what times a circular will be of assistance to him.

The chief disadvantage of the circular lies in its impersonal appeal. In personal appeal it cannot compare with the store paper, newspaper ad, or booklet. There is nothing in its make-up to hold attention, if the reader does not show interest immediately by reason of an appeal to his instincts of economy or a reminder of some urgent need. The circular is a flash light. Sometimes it falls upon the right party; sometimes it does not. But it must gain interest at once, for it has nothing to carry it along, and, in form, it is the cheapest in the whole range of business literature.



## THE CIRCULAR SAVES TIME AND EXPENSE

The great advantages of the circular lie in its economy of production and the small space of time required for its issuance. So it is ready to be called upon instantly in emergencies, and it may be used frequently by the dealer who does not feel justified in devoting the time and expense necessary to the preparation and production of an effective store paper.

## April Reminders

We give a list and prices of goods that you may need now. Good goods at fair prices. We will please you or refund your money. The specials are real reductions and prices good only for April.

HOUSE CLEANING NEEDS	ENAMEL WARE	3-Qt. ENAMEL BUCKET,
Screw Drivers.....5c	A new line of this ware 95c	Good quality tin cover reg-
Holding Hooks, dtd.....5c	brass color, strong, heavy 60c	ular 18c Value.....18c
Paint Brushes.....5c	Berlin Kettles.....60c	
Coin, Wire.....5c	Coffee Pots.....80c	<b>TIN MEASURES</b>
Cone and Hat Hooks.....1c	Tea Kettles.....\$1.00	Cood tin, strong handle.
Carpet Tacks, pack.....5c	Dish Pans.....75c	1/2-pint.....8c
Dusting Pans.....10c	12-qt. Pail.....85c	1-pint.....8c
Shelf Brackets, pair.....10c		1-quart.....10c
Carpet Beaters.....10c	<b>WHITEWASH BRUSHES</b>	1-gallon.....18c
Scrub Brushes.....10c	Medium.....5c	
8-qt. Galvanized Pail.....15c	Long white stock.....10c	<b>WASH DAY SUPPLIES</b>
10-qt. Galvanized Pail.....20c	4 Knot.....20c	Cotton Clothes Lines, 50 ft.....10c
Dusting Brushes.....25c	5 Knot.....25c	Wire 75 feet.....25c
Brooms.....45c		Galvanized Tubs.....65c
5-ft. Sarp Ladder.....\$1.10	<b>HEAVY STEEL EXPRESS</b>	Wringer.....\$1.25
6-ft. Sarp Ladder.....\$1.25	<b>WAGONS</b>	Wringer warranted.....\$2.50
	Baked and painted body 14 by 90	Wash Boilers.....90c
	inches.....\$1.25	Dippers, home made.....25c
		Sad Irons, set.....\$1.10
<b>HOUSEHOLD PAINT</b>	<b>SEPARATOR OIL</b>	
Ready for use, for painting	Gallon.....45c	<b>SPECIALS</b>
furniture, stove pans, etc.		20c Curling Iron.....10c
Can.....10c	<b>PRUNING SHEARS</b>	Coffee Mill.....35c
		Fruit Jar Opener.....9c
<b>JAPALAC</b>	<b>PLOW REPAIRS</b>	12-inch Wash Bowl.....7c
Walrus Oil, Cherry 12c and 25c	<b>AMATITE ROOFING</b>	

### Miller's Hardware Store,

Coal Oil

Old Zionsville, Pa.

Gasoline

FIG. 43.

Another important advantage of the circular which should not be lost sight of is the unlimited size to which it may expand. Where there is much to be said and large illustrations to be used, no other form of printed matter, excepting, of course, the newspaper, can respond so readily to such large demands.

*Grocery thing for Everybody*  
forage St.

## THE STORE THAT MAKES THE PRICE AT HOEKSTRA'S Special August Sales AT HOEKSTRA'S

ON ALL THE GOODS OF QUALITY

### Gas Chandeirs

and Gas Goods

The GAS FIXTURE Part of our Business has so met with the approval of the Buying Public that we have again added new, up-to-date items to the Line, which Makes it of Double Interest to those who intend Buying.



### Handsome Durable Fixtures

AT A LOW PRICE

Those who have bought here are well satisfied that they have saved fully 50 Per Cent. —We List But a Few Here—

- Oxidized Steel Single Light..... 50c
- Solid Brass Single Light..... 80c
- Fancy Double Light Fixture..... \$1.50
- An Extra Fine Two Lt. Fixture..... \$2.50
- Three Light Fixture..... \$3.25
- Block Inverted Light Complete..... 69c
- Phoenix Inverted Lt. Complete..... \$1.00

No better than the Phoenix at any price.

Upright or Inverted Mantels 10c, 15c

All Mantels look alike.

Try one ours and make the Test for Light and Durability

### Special for Saturday

Full Size TABLE TUMBLERS

Good Quality

Saturday only per set of Six..... **11c**

### 3,000 Special Tablets

Value from 5c to 20c While They Last

**2 for 5c**

### Bird Cages

In Brass and Enamelled

- Doors..... \$1.30 to \$3.15
- Enamelled 85c to \$2.00
- Cage Cops or Bush Dishes..... 5c
- Fish globes 15c, 25c
- Fish Food..... 10c

### SAD IRON SPECIAL

Sat-ur-day Only

Complete set of Mrs. Patti's Sad Irons

Nicely Kicked, three irons, handle and stand \$1.00 value

Saturday only, Set..... **79c**

### Easy Running Washers

A Washer that a Child Can Run

We Know What Our "ONE MINUTE" WASHER WILL DO, and we are willing To Place One In Your Own Home

With Out A Cent Of Cost

You can give them any test you like, if satisfactory or not, there will be no charge whatever.

Give us your Order for the Trial To-day

### Specials for Saturday

Foot Bath Tub

Neatly Painted

Regular size

Saturday only..... **10c**

### Special Saturday only

Regular 10c Bottle

### HOUSE AMMONIA

ONLY 5c

WE REDEEM WOLVERINE TEA CO.

Premium Tickets

For anything in the Store. They are the same as Cash. We take them as all or part of any Purchase.

### GRANITEWARE SPECIALS

Right in the Canning Season

### High Grade Fully Guaranteed

- 8 Qt. Preserving Kettles..... 31c
- 10 Qt. Preserving Kettles..... 35c
- 12 Qt. Preserving Kettles..... 42c
- 10 Qt. Deep Dish Pans..... 36c
- 14 Qt. Deep Dish Pans..... 45c

The Above for Saturday Only

- Tea Kettles..... 73c to 89c
- Coffee or Tea Pots with Granite Covers..... 39c to 50c
- Deep Basins..... 13, 15, 17, 20c
- Olong Pans..... 30, 35, 39c
- Roasting Good Sies..... 49c
- Gom Pans & Sies..... 25c
- Large Dippers..... 15c
- Quart Measures..... 25c
- 2 Qt. Pail Granite Covers..... 30c
- Anged Food Pans..... 17c to 20c
- 8 Qt. Cor'd Kettles Granite Covers..... 60c
- Large Chamber Pails..... 85c
- Fruit Jar Fillers..... 10c

### IN THE HOSIERY SECTION

Goods that have given perfect satisfaction. The tested and tried Line. Trying a pair means that this will be your Hosiery Store in the future. We strive to give same quality for less money, more quality for same money.

- Children's Hose, 18c quality..... 15c
- Children's Extra heavy and strong..... 25c
- Men's black or tan hose..... 10c, 3 for 25c
- Men's fine double sole hose..... 2 pairs 25c
- Men's Fancy hose 15c

### Also a Special Line of GRAY GRANITE

In Stew Pans, Kettles, Covers, Dippers, Cups, Spoona, Basins, Bread Pans, etc., etc.

Your Choice..... **10c**

### Necessaries for Shoe Repairing

This line has become a large part of our business by giving honest quality at a low price. Buying in quantities we are able to save you money

Complete Repair Out-lets..... 50c

Machine Iron Stand With Four Leas..... 69c

Mops & Sols..... 10, 25c

Ladrs Soles..... 10-12c

Genoel Oak Staps..... 25c to 75c

Hed Plates 3 per..... 5c

Rubber Holes, Mops or Ladrs, pair..... 10c

Shoe Knives, Hammer, Outset Awls Etc etc

### TOOLS TOOLS

At Prices That Will Enable You to Have a Complete Set

You Find Here the Different Qualities to meet the Different Purposes, but all at the RIGHT PRICE We Give Here by a Small List

Guaranteed screw drivers..... 10c to 35c

Saips..... 25c to \$1.00

Sand Paper doz..... 10c

Hack Saws com..... 25c

Fine line of guaranteed Pocket Knives..... 50c

Yankee out drill..... \$1.25

Yankee screw driver..... \$1.25

Pocket Levels..... 10c

Bevel Squares..... 25c

Draw knife like ct..... 50c

Guarant. hammer 50c

Compass Saw..... 10c to 50c

Steel Squares, full size..... 65c to \$1.50

Ratchet Braces 85c

Nitre Boxes..... \$2.50

Thick br. Plane, very best \$1.65 to \$2.85

Back Saws 65c to \$1.25

in bevel ed chisel 35c

Coping Saws with extra blades 20c to \$1.00

### Fruit Jars and Canning Supplies

Mason Jars, Porcelain Tops, Pints 50c, Quarts..... 55c

Two Quart..... 75c

New Glass Top Jars Pints 60c

Quarts 90c

Heavy Tin Can Quarts 39c

Jell Cups, Tin Tons Dos..... 20c

Porcelain Tops Dos..... 20c

Enamelled Top Dos..... 15c

New Paper Was Tops..... 10c

Paraffine Was Caks..... 10c

Red Sealing Wax Lbs..... 10c

Jar Rubbers Dos..... 5 to 10c

Granite Jar Fillers..... 10c

Granite Ladels..... 10c

Two Bn. per set..... 12

Quart Jar..... 15.50

### Summer Stoves

New Perfection 8 1/2 x 6 Flame Stove, Standard Oil Co's. Make.

Bar For the Best Stove Made. Note Our Low Price

Two Burner Size..... \$7.25

Three Burner Size..... \$9.00

Full Cabinet Range Only..... \$14.00

Lamp Stoves 50c, \$2.00

\$1.25

### Don't Fail to Read Every Item On This Sheet. It Tells Where to Save Dollars

### Bicycle Supplies

A Quality Line at a Low Price

Holgerth's Tires Pair 34 7/8. Each..... \$2.50

N & W Inner Tubes..... \$1.20

Guaranteed Inner Tubes..... \$1.00

Braze Pumps, 3 for 25c

Never Leak Tube..... 22c

Carbide Can..... 22c

Tire Tape 2 Rolls..... 5c

3 in 1 Oil Slic Sine..... 19c

Fast Guards Pals..... 5c

Graphite Stick..... 5c

Pedals 10, 10, 25c

Bicycle Spokes 3 for 5c

..... or 15c dozen

Wrenches Cammets etc

### Household Necessaries

Spice Cabinets..... 25, 50c

Folding Ironing Board..... \$1.00 to \$2.25

Clothes Bars..... 85c

Clothes Pins & Dums 5c

Wash Boards..... 25, 40c

Clothes Lines 10, 15, 25c

Wire Lines..... 25 to 35c

Door Mats..... 50c

Willow Clothes Caskets..... 72c and 80c

Step Ladders..... \$1.00 to \$1.20

Galvanized Tube 63c to 83c

Wool Dusters..... 10c

Towel Rollers..... 10c

Mop Wringers..... \$1.50

Ball Bearing Bench Winger Guaranteed 3 Years..... \$6.00

### Toy Wagons

Doll Go-Carts

That are Built for use as well as pleasure

Full Folding Doll Go-Carts Nicely Finished..... \$1.00

Others With Rubber Tires and Hoof From \$1.25 to \$3.25

Steel Go-Cart 25c to 50c

Steel Wagons With Heavy Double Spoke Wheels 97c to \$1.40

Velopeds with Rubber Tires \$1.50 to \$2.50

Coaster Wagons Built Heavy and Strong..... \$3.50

Hand Cars..... \$3.85

Wheel Barrows 25c to 80c

Rolling Hoop With Handle 25c

### Fishing Tackle

We only list a few here but each price as we have on this line will surprise you

All 5-Hook Wood Minnows to all Colors Special 39c

60 Ft. Braided Line 1/2 lb. Value, Special..... 10c

20ft Minnow Net \$1.25

Tackle Boxes 63c to 79c

75 Ft. Braided Liven Line 15c 3 for 25c

An Elegant Reel 100 yd. Size Only..... 60c

150 Ft. Silk Casting Reel With Agate Tip \$2.19

Double Wreath Hooks 2 for 25c

Lipoon Hooks..... 10c

3 Hook Wooden Minnow 10c

Fish Bait..... 30c

### Paints

EGYPTIAN

Special Good for Special Use

High Grade House Paints Gal \$1.35, 1-2 Gal..... 70c, Qts 40c

Floor Paints Qt..... 80c

Sapoline Varnishes Stains and Enamels in cans 25, 40, 75c

Best Floor Varnish, Gal \$2.60, 1-2 Gal \$1.35

Best Interior Varnish Gal \$2.00, 1-2 Gal \$1.10

Sapoline Gold Enamel 15, 25, 40c

Liquid Veneer 25 to 60c

Bugger Paint 40 to 75c

HONEST GOODS, HONEST DEALING, HONEST PRICES, HONEST ADVERTISING

## HOEKSTRA'S

Everything for Everybody

IN BUSINESS FOR OVER THIRTY YEARS WHICH MEANS

## BARGAIN OFFERINGS NOT ESSENTIAL

Many dealers do not issue circulars for the reason that they believe the circular essentially a bargain announcement. Such an impression is erroneous and unfortunate. Some of the most successful circulars ever issued were simply periodical reminders to the housewife. Positively the circular need not be a cut-price announcement to be effective. Refer to Fig. 43. Read the opening talk carefully. Here is absolutely no suggestion of "bargains" and yet the circular is issued monthly and is thought highly of by the Miller Store.

The circular is especially adapted for the featuring of special sales. Used for this purpose it greatly assists the regular newspaper advertising, in many

<b>DE LAVAL SEPARATORS</b>  Cream Separators have been used enough in this section so that we believe every one could realize the value. It is more of a question which one to buy. We have several from De Laval, some many of whom have used other machines. Have you tried to find a man who ever gave the De Laval a fair test who did not admit its superiority over any and all others. Many are trying to get a machine at about half the price of a De Laval. We have tried it, too, having had several machines shipped to us for inspection. The more we see of other machines the more difference we can see in favor of the De Laval—and you will do the same. We have on our floor at the present time an Economy machine, used only two years, which we will sell for \$10.00. "Wear and tear." We will be pleased to bring a De Laval to your home at any time for free trial.	<b>WEEDERS</b> Shallow cultivation is more in favor with up-to-date farmers than ever, and it will pay you to own one of these. Adjustable in several ways. Price is only \$8.50. 
<b>GRINDSTONES</b> Loose stones, to be mounted on homemade or old frame, good quality. Different weights, 16c per pound. Mounted stones, wooden frame, substantial, only \$3.50. One or two ball bearing steel frame, mounted stones in stock on which we will make you a special price if you order before sold.	<b>CHAMPION O. K. 4 ROW SPRAYER</b>  Will pay for itself on a medium sized potato field in a short time by giving increased yield and better grade of potatoes. Has pressure gauge. Greatly improved. Agitator keeps solution always mixed. Wheels are adjustable to wide or narrow rows. Very strongly built. Come and look over one of these.
<b>CULTIVATORS</b> Plow brook, with wheel, one lever for adjusting for width of row, \$4.50. Other with extra bitters for \$5.25. The "Dixie" has lever for width of row and one for wheel, with extra bitters, an extra good one, selling for \$6.25.	<b>SHOVEL PLOWS</b> Iron Disc Plows, with shoe for steady running. Adjustable wings, wheel for regulating depth, shovel and wings of polished steel, \$4.50. Wrought Iron Plows, adjustable steel wings, well made. Good potato bitters. Only \$3.50.
<b>KEEP FLIES OFF YOUR COWS WITH "FLY GRIEF."</b> 30 CENTS GALLON. "Fly Grief" is a mosquito preparation made in a condensed liquid form for spraying the stock to protect it from flies. Cows will give a much larger flow of milk when this is used. Buy our Gallon of "Fly Grief" for \$1.00, buy 5 gallons of common coal oil (kerosene) and mix. Mix as much as you want to at one time. Makes it cost you less than 30c per gallon when oil is 5c. We also have 7 1/2 gallon cans at 60c. Money refunded if not all right.	
<b>Cook Stoves and Ranges</b> Always in a position to show you the latest and best in cook stoves and ranges, for wood, coal or gas. Just now we are showing a great big No. 9 steel range, with warming closet and reservoir, which is extra value at \$30.00. We have better ones which we think are worth the difference, \$40.	<b>SPECIAL GOODS Not in Stock</b> You sometimes want something out of the ordinary. We have been collecting dealers for several years and now we have them at your service. Come and see what we have. If you like some of our special goods we will let you have them at a special price. We have a large stock of goods at any time.
<b>PUMPS</b> Several styles of FORCE Pumps in stock, at various prices, both the Goulds and Myers makes. Tell us your pump problem and we will supply you with a pump that will do the job. We also have the pitcher pump in two sizes, should quality which means satisfaction.	

FIG. 45.

cases featuring the sale at greater length because the expense entailed by large newspaper space keeps down the size of the newspaper sale ad, while the circular may be made practically any size with little extra expense as the size increases. Then, too, the circular is often the only publicity given a sale. Fig. 44 shows a very effective special sale circular.

Fig. 45. This particular circular consisted of four pages arranged in a style similar to the page shown. Note the careful descriptions and the neat cut arrangement. This circular was printed on a good grade of stock, printing itself being very neatly done. Such a circular is worthy of being mailed.

The cheaper form of the circular should not by any means lessen the amount of care in its preparation. Large type, plenty of cuts, and brief descriptions where many articles are shown and full description where but one or two articles are featured, should be the rule. Remember the circular generally receives a hurried reading and there should be no hindrance to this in its general make-up.

“40”

---

**“PERFECTION”  
Coal Oil Stoves**

**F**ORTY “PERFECTION” COAL OIL STOVES is the number that we have sold within the past year.

We tell you this to show you the popularity of this excellent stove. The people of this community have seen its many advantages and appreciate them.

If you are not already acquainted with the merits of this stove you should let us demonstrate them to you at once.

It is convenient, economical and easy to operate.

No more danger than a lamp and operated on the same principle. It is a wick stove—they are the *only successful ones*.

Gives you the heat where you need it—under the food you are cooking—and *does not heat up your house*.

Take one home and try it—you won't take twice the cost of it after you have used it a day.

“The man who loves his wife the best.  
Is not the one to let her roast”

shows hot days. He will buy her a **PERFECTION COAL OIL STOVE**.

---

**W. S. Thomson**  
**HARDWARE COMPANY**  
Craig - - Missouri

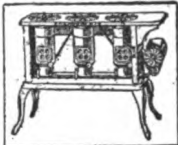


FIG. 46.

In fact, the make-up of the true circular is very similar to that of the newspaper ad. The circular, however, must be more strikingly worded and pictured, for it must stand on its merit alone, while the newspaper ad is reinforced by the newspaper itself. For general make-up a circular should carry a tersely worded heading set in large type, a 5- or 6-line opening talk set in not smaller type than 12-point, and the articles featured should be arranged in some form of panel display, each panel being a separate ad unit. Figure 45 shows a very effective method of panel arrangement. Vertical columns broken by rules also form a neat, readable setting where there is a fairly large amount of matter to be considered. The great advantage of panel or column arrangement is shown by the lack of it in Fig. 47.

Fig. 46. A circular having the earmarks of careful preparation. Note the strength of the layout—its attractiveness and legibility.



# The Garland Line of Stoves

ABSOLUTELY WITHOUT A RIVAL FOR

## DURABILITY - ECONOMY - CONVENIENCE - FINISH - DESIGN

### STYLES 6 ART GARLAND 6 STYLES 6

Base Burner Hard Coal Heaters

**You Want the Best.**

Study the heating features of the Garland Line and you will be convinced that they far excel anything ever constructed as

**Heat Producers.**

**Let Us Show You!**

**Garland Rotary Fire Pot**

It made in two pieces. The lower half revolves. Just put on the crank, give it a turn and the fire pot is cleaned instantly.

**NO DUST.**

**More Heat Less Trouble**

Lasts twice as long as any one-piece fire pot. Keeps the red hot coals at outer edge of fire pot giving greater heat radiation.

**NO POKING. NO MUSS.**

**NOTE THE Exclusive Features**

That have given Garlands prestige over every other make of stove for

**Heat and Economy!**

**SATISFACTION INSURED**

**Reflector Top**

— A Patented Garland Feature.

Forces all the heat rising from fire pot into your room. No space above to store up heat and waste it.

**Note the Outline Cut Below**

Follow the course of the arrows and you see the greatest system of Heat Radiation and Heat Circulation ever embodied in a Base Burner

**NOTHING AS EFFECTIVE EVER CONSTRUCTED.**

**Hot Air Blast**

Takes the cold air from the floor where it is the coldest, and

**Heats It Extremely Hot**

And then discharges in the room from top of stove.

**Garland Double Swing Cover**

**ABSOLUTELY GAS PROOF**

Fire never works up into magazine; usually caused by leaky top covers.

**Nothing Like It For Results!**

NOTE THAT THIS HOT AIR FLUE is heated directly by the fire on one side, and by the smoke and heat flues on the other side, giving the greatest results and still retaining A FULL HEAT RADIATING BACK OF STOVE.

**PRICES**

**\$35.00 to \$60.00**

**EASY TERMS.**

**PRICES**

**\$35.00 to \$60.00**

**DISCOUNT FOR CASH.**

## BERNHARD & JANKE CO.

Successors to Saginaw Hardware Co., East Side Store, 620-622 Genesee Ave.




FIG. 47.

Fig. 47. A circular that fairly "shouts." Strictly speaking, the layout is rather a hodge podge affair, but it makes a certain forceful appeal in its own particular way.

## Package Circulars.

The package circular is usually smaller in size though its make-up is about identical with that of the ordinary circular. Store service is often featured by these circulars, and for that particular purpose they constitute one of the most effective mediums at the command of the hardware man, for they are seen when a person has the store uppermost in mind.



FIG. 49.

There is one phase of store service that should be featured most strongly in package circulars and that is the "Satisfaction or money back" thought.

Impressed upon the reader's mind at the moment he is examining his purchase, this thought will go a long way in popularizing a store and setting it apart from establishments where there is one code of treatment for prospective purchasers and another code for customers who have a complaint. If used to emphasize this thought alone, the package circular would more than justify its expense of production.

Package circulars are often printed on tinted paper, this serving to give them more individuality in form.

## CHAPTER XVI

# Mailing Lists

**T**HE principal thing to be said in regard to a mailing list is that every hardware dealer should have one.

There are a great many kinds of mailing lists and a great many ways to compile them, but perhaps the most effective list is that comprising the actual store customers, for a person who has once purchased in a store naturally has more interest in anything pertaining to that particular store than in other stores where no purchase has been made.

### OBTAINING NAMES OF CUSTOMERS, PRESENT AND PROSPECTIVE

It is an easy matter for a salesman to obtain the names of store buyers. When articles are bought on credit, the method is obvious. Where cash sales are concerned, the salesman must ask for the name and nine cases out of ten it is willingly given, if some plausible reason is advanced. For instance, the salesman might state that the store issued certain interesting booklets, circulars, etc. or a store paper as the case may be. Or, he may say to the customer, "Let me take your name so that I may notify you when our next special sale takes place."

Occasionally a salesman will run afoul of a grouchy individual who will positively refuse to have his name put down on paper. It becomes a moot question whether or not such a party is a good prospect to work upon. But his name can be generally obtained if the salesman talks in a manner like this: "Now, Mr. Blank, we have an excellent reason for asking your name and address. As you know, this store, unlike some others in town, makes a practice of refunding money on all purchases that may prove unsatisfactory to the purchaser. But our rules do not permit us to refund money unless the customer's name and address appear on the sales slip. This is for your own protection as well as ours, as you may readily see." Even a confirmed grouch doesn't hold up for very long, in face of this method of persuasion. It's money in his pocket, not to.

Directories furnish an easy method of covering certain sections of a town or suburbs, but such a list is apt to be somewhat incomplete.

Prize competitions, voting schemes, coupon ads all are productive of a great many fresh names. Of course the dealer must remember that lists of



persons who have never been customers of his store are much harder to work upon than the customer list. With such lists, results cannot be counted on with any certainty unless the offering made is extraordinary, for new ground must be broken and fixed trading habits overcome. People, generally speaking, do not "shop" among hardware stores as they do with the grocer, the dry goods store, the drug store, etc. They are inclined to stick to one hardware firm, unless they are convinced it is to their advantage to make a change, either temporarily or permanently.

#### WHERE VIGILANCE IS VITAL

Mailing lists, no matter how carefully compiled, must be watched. People are constantly moving and names and addresses must be revised from time to time. A mailing list not kept up to date is productive of a great deal of waste as well as unfavorable comment on the part of the recipients.

The best method of installing a mailing list is by the card system. Each card should list one name, and being a separate unit may be changed from time to time or removed entirely. On each card should be entered the dates on which matter is mailed and also what sort of matter was sent. Such notations will show at a glance what has been done.

#### FLEXIBILITY OF A MAILING LIST

The matter that is available for the mailing list is practically unlimited. Store papers, circulars, booklets, mail folders, letters all may be used effectively. The list should be addressed at least once a month.

All matter that is sent to names on a mailing list should be printed neatly, for nothing so prejudices the recipient of mailed matter as a slovenly appearing announcement. Cheap circulars meant for house distribution should never be mailed.

#### HOUSE DISTRIBUTION

Of course when a dealer desires to cover a large area, house distribution is more economical. The cost of house distribution by a regularly established agency would be about \$2 to \$3 per thousand pieces in cities or towns; while for country routes, it may be from 50 cents to \$2 per thousand higher. If the distribution is *general*, that is, includes business places, the rate is usually somewhat lower than for house-to-house service. In cities and towns, daily reports of the work done are usually furnished to the advertiser.

The rates for distributing samples are from \$1 to \$4 higher (depending on size and weight) than for other matter.

To ascertain the number of pieces of advertising matter required to cover a town of 10,000 or less population, divide the number of inhabitants by 4. In the case of large cities, the divisor should be about 5; for country routes about 3.

## CHAPTER XVII

# The Store Paper

**S**TORE papers vary greatly in size. Perhaps the best rule to lay down is to use the smaller sizes in the cities and the larger sizes in the small towns. Some of the small town store papers equal the weekly newspaper in size of sheet as well as in general interest. Fig. 50 shows a store paper of this caliber. The retailer in the small town has more need to make his store paper of good size owing to the keen competition of the mail-order houses.

## THE HILL CITY ADVERTISER

Published by The Northside Hardware Company the middle of each month.

Volume 1.

HILL CITY, KANSAS, JANUARY, 1911.

Number 6.

<p><b>The Price Winners.</b></p> <p>The North Side Hardware Co. distributed fifty prizes to fifty of its customers last month. The lucky winners are as follows:</p> <p>Gen. L. Bonnet, crane separator worth \$65 for \$17.50 in tickets.</p> <p>Mrs. E. O. Watson, alfalfa cutter, worth \$60, for \$15.75 in tickets.</p> <p>Paul Michaelis, hedge mower worth \$45 for \$11.25 in tickets.</p> <p>Mrs. Joe Workland, winder worth \$60 for \$15.91 in tickets.</p> <p>Finley Gordon, sweep rake worth \$25 for \$10.00 in tickets.</p> <p>D. F. Stout, steel range worth \$25 for \$10 in tickets.</p> <p>Joseph Mann, sewing machine worth \$20 for \$5.00.</p> <p>Arlio A. Coney, hay rake worth \$25 for \$6.25 in tickets.</p> <p>F. Farris, riding cultivator worth \$75 for \$19 in tickets.</p> <p>C. W. Hunsler, sweep rake worth \$20 for \$5 in tickets.</p> <p>C. Brady, shotgun worth \$25 for \$6.25 in tickets.</p> <p>C. D. Griffith, shotgun worth \$25 for \$6.15 in tickets.</p> <p>J. E. McMillin, rifle worth \$1.50 for \$0.35 in tickets.</p>	<p><b>The Next Prize Drawing.</b></p> <p>Our next prize drawing will come off on the first of March. It will be conducted just like the last one. The following is the list of prizes:</p> <ol style="list-style-type: none"> <li>1. Side delivery rake, \$50</li> <li>2. Hedge mower, 45</li> <li>3. Gasoline engine, 60</li> <li>4. Sweep rake, 25</li> <li>5. Riding cultivator, 25</li> <li>6. Sweep rake, 25</li> <li>7. Calf crusher, 10</li> <li>8. Pair breaker bottom, 10</li> <li>9. Shotgun, 5</li> <li>10. Air rifle, 5.00</li> <li>11. Rifle, 5</li> <li>12. Corn grinder, 1.00</li> <li>13. Pair of shoes, 1.00</li> <li>14. Post sizer, 1.00</li> <li>15. Gold ring, 1.15</li> </ol> <p>The next two prizes will consist of one package each of steel nails, worth one dollar a package.</p> <p>And twenty five other prizes, consisting of such things as post-holes, rollers, mowers, jewelry, etc.</p> <p>There are 100 prizes in the list. Those who buy the most of the North Side Hardware, up to the first of March, will get the best</p>	<p>draw out of the hat would be about two dollars each. Hence to check this kind from about twelve or fifteen hundred dollars would be necessary.</p> <p>Of course the beginner should not tackle over three or four acres at first, in a small way there is no reason why a small stock farm should not be an adjunct to many a farm in a rough land locality; and I would, in my opinion be profitable.</p> <p>Taking the first cost of the four hundred to be eight hundred dollars, and the fact that they would probably show 2,000 each year, and that the value for tax will bring from \$1.50 for the stripes up to \$2 for the black kind; and that the perfume may be removed and sold for the market it contains, at fifty cents each; and that the first of the blades can be sold at \$5 each for breaking purposes, then the chance you will get in, improving the land, the breeder will realize near \$2.50 each; or a yield of \$1,000 from a forty-acre farm, from land that in a general way would otherwise be worthless, say on that thing is "chance for</p>	<p>most as to the kind at the beginning a little more exact. There are the shrubs, shrubs and plants. The shrub is specified in general, and usually has many stripes. The profit is in securing the genuine shrub.</p> <p><b>The Kind of Fencing That Pays.</b></p> <p>I was driving across the country a short time ago and came across a bunch of men that were at work constructing a fence. And the best part of it was that they were constructing fence that was valuable, fence that will hold any kind of stock, whether it be cattle, horses, hogs, or anything else.</p> <p>Seeing this work going on brought to my mind very vividly some thought which I had done just a few years ago, when I discarded the use of all of my old board and rail fences and constructed good, strong wire fences instead. The fence which these men were constructing was about as follows:</p>	<p>there is no fencing to protect the crop and if any loose stock should come around they can help themselves and often damage large quantities besides what they eat. As a consequence this condition, (I believe I will say often,) creates trouble between neighbors, which is very undesirable as well as unprofitable.</p> <p>I would advise anyone, from my own experience and observation, who expects to get the greatest profit out of the farm to see that all fields are well fenced so that stock of all kinds can be kept in and out.</p> <p>This will save troubles that often arise and will be found much more profitable in the long management. I have of late years found it to be a great relief when I lie down at night to know that my stock does not on pasture will be there the next morning; and nothing will bother them, nor my growing crops. Neighbors quarrel, did you ever get up early in the morning in the late fall and go out to gather corn and find a bunch of hogs there destroying the fruits of your labor? I have had just</p>
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FIG. 50.

When the store paper is issued often, say weekly, its size may be cut down considerably. A weekly store paper for a city hardware store need not make use of more than 8 pages with a page size of 6×9 inches or perhaps 8×10 inches. The small town dealer need not use more pages, but he can use a larger page size, anywhere from 9×12 inches up to the size of the weekly newspaper. Of course with a newspaper page, it would hardly be expedient to use more than 4 pages, or one-sheet fold. If the paper is issued but once a month, which is the longest interval that should separate the publication dates of a store paper, its

size should be increased materially. That is, the longer the wait, the more matter there is to be included.

## MAKE-UP

A good general rule to observe in selecting paper stock for the store paper is, the larger the size the cheaper the paper stock may be. For instance, in a



**METROPOLITAN**  
 HARDWARE, OFFICE AND HOUSEHOLD  
**NEWS**  
 CUTLERY

VOL.-XXI
Issued from time to time at the Central Church and Store No. 10, the Metropolitan Hardware Company
No. 4



**EDITORIAL**

While everyone is not looking for cheap Xmas presents no one wants to pay more for the same article in one place than another. This you are apt to do if you buy any of the articles of our large Xmas selection anywhere but in Our New Economy Balcony or on Our Low Priced Quick Service Stands.

We have this year brought downtown a Toy Line which could heretofore only be secured by a tiring, crowded patience racking trip uptown.

We are especially proud of the fact that we have been able to do this at prices you could not reasonably expect to find in the high-rental uptown shopping district.

The reason is clear. Our new balcony adds nothing to our rental charges. Our other operating expenses are comparatively small, enabling us to give you the advantage.

Is it any wonder then that we can save you TIME, EFFORT and MONEY?

**TOYS FOR XMAS**  
 AT PRICES  
 CONSISTENT WITH OUR  
 THIRTY-ONE YEAR OLD POLICY  
 OF  
 UNDERSELLING EVERY OTHER  
 MARKET

**DOLLS**

A complete assortment of Jointed Dolls, Trunk Dolls, and Rag Dolls. We carry the famous "Beaded" dolls, which come in a guarantee of the best there is in doll making.

Our Prices Run from 25c to \$1.50 with dolls at almost every conceivable price between.

Bumps at 49c.  
 Teddy Bears at 10c.  
 Chamber Dolls at 12c.  
 Flirting Dolls at \$4.50  
 Dolls with Real Faces \$1.50

**Black Boards**

29c. to \$1.25

Educate while amusing

Boards and Slates with Rulers and Alphabet-Tables, and Desks.

**FLYERS** Flexible and Otherwise



At \$1.65 and higher



Automobiles \$4.50

**Dressed Dolls**

12c LARGER 35c. FANCY 45c.

OUR LEADER \$1.10

A Beautiful Doll \$1.50



FIG. 51.

small size, say 6×9, the stock item would not amount to much in a relatively small edition and the dealer might just as well use a good grade of white machine-finished paper. Where the size approaches the dimensions of a small newspaper, it becomes evident that a fine grade of stock would entail a heavy expense. Moreover the cheaper newspaper stock carries out the idea of the newspaper better than would the more expensive stock. Page arrangement and good legible printing are more important than paper stock.

## IMPORTANCE OF PAGE DESIGN

The principal point in making up the pages of a store paper is to have them duplicate the appearance of a regular publication. To achieve this, the hardware dealer should first have the title he has decided upon lettered attractively or printed in large type and placed at the top of the first page as in Figs. 50 and 51. Then he should number and carry at the top of each page the name of the paper, as does a magazine. Next he should arrange his matter in columns. This is most important. Immediately the column arrangement is gotten away from, the look of the paper changes and takes on the character of the circular. In other words, form in a store paper is vital, for you are utilizing this form to make your appeal more personal.

## SECURING THE EFFECT OF THE PUBLICATION PAGE

The ads in the store paper should not interfere with this column form too much. By this we mean that the ads should not occupy more than one entire page in sequence. It is much better to arrange them so that they will occupy only portions of the pages, as in Figs. 52 and 53. Then the effect of the magazine or newspaper page is secured.

## USE PLENTY OF ILLUSTRATIONS

Plenty of illustrations should be used, but these for the greater part should appear in the ads as in Fig. 52. This does not hold true when the store paper is made up in catalog fashion, as in Fig. 54. Here the whole page is a series of small ads with no general reading matter. This form, however, is not so effective as that shown by Figs. 52 and 53, inasmuch as there is no reading matter to carry along the interest of the reader. It is very essential that each page should carry some reading matter.

**The Department Store News**

Published by  
**The Wilkins Bros. Department Store,**  
110 N. Main

Designed to be of general interest to the public  
and of special interest to the people  
of the publisher.

Subscription Free

Golden City, Mo., July, 1918.

Summer goods at reduced prices this month.

Stop at this store while in town. You are always welcome.

Just prior to arrival of bargains—find every price.

Another big day at the Department Store next Saturday. Come.

Take a look at our windows. They'll give you a pretty good idea of what we can save you by instructing this store.

We have the goods. Bring this paper with you and you will find plenty of goods marked at exactly the prices quoted in this paper. This price quoted in this paper are good all during July.

Our customers will certainly find some extremely low prices on summer goods we have on sale this month. Look over the prices on another page of this paper then come and see the goods.

The new low-cost bargains are selling fast at this store. No wonder when everybody says they are the best. Bargains they ever saw at the price. If you are thinking about buying, stop in and let us show them to you. You will be surprised when you see what fine bargains they are.

The first time you are in ask to see the extraordinary big bargains we are offering in transiware during the month of July. We all our transiware customers you will find a very variety of the best goods in this line marked at prices lower than you have been buying these goods for at other places. Take a look at the big windows full of transiware. Now is a good time to buy in a supply.

In one of our big windows you will find another lot pretty new. Rings that we are selling this month at special prices—these are this lot of rings and when these are all sold there will be no more at these prices, so we ask the ladies to examine this lot of Rings the first time you see us.

It will pay everyone to visit our store this month. Our main object now is to sell all summer goods and we are not afraid to cut off the profit in order to show you all summer goods and in this paper we tell you about a great number of big bargains in goods you will find right now during the warm weather, but it is impossible to summarize all of them. If you would just come in and look through we are confident you would be glad you did when you see how much you can save by buying here. In all departments you will find prices greatly reduced and now is your opportunity to save dollars on our kind goods you will need during the next two months. At the prices these goods have been marked they will last as long just as often as you can this month. We will have some new bargains on our customers and in our windows every day this month. Come often.

**Could Stand It.**

"Gracious, Tommy!" said the startled visitor, "I never saw a kid get so many squawks as you did. Why, it seems to be a continuous performance down in the window!"

"No, I can stand it!" laughed Tommy, with a wink.

"You can stand it?"

"Sure!" When dad squawked me, ma feels so sorry she gives me candy on the fly. Then when ma squawks me, dad feels so sorry he gives me a quarter, and takes me out to see the ball game."—K.

**Smiles**

A girl, sitting down at a refreshment table in a restaurant, picked up a small bit of fare. After looking at it for a moment he said:

"By Jove! What an excellent idea! Samples of the various dishes placed in the menu!"

Father—it's near midnight and I can't see why Ann's young man hasn't come enough to go home.

Little Willie (in next room)—Heaven's goodness, Sister's sitting on him.—K.

**SEE OUR NEW LINE TRUNKS AND SUIT CASES BEFORE BUYING.**

**Our Prices Will Save You Money.**

You will soon need a new Trunk or Suit Case to use on your vacation or trip this summer, and we are well prepared to supply you with these goods at quite a saving. A large new line to select from.

**Suit Cases at 1.00**



A good supply of Suit Cases at 1.00 each. Also a fine line of all Leather Suit Cases as well as the lower priced ones. Prices from 1.00 to 6.50.

**Hand Satchels**



A new line Hand Satchels, several kinds, all sizes. Prices from 75c to 4.50.

**A New Line Trunks**



If you want to buy a new Trunk don't fail to see our new line just in. The goods and prices will certainly please you. Trunks from 1.75 to 10.00.

Fig. 52.

## EDITING

It will require some little study to work out an editorial policy for a store paper, but once a general scheme has been outlined it will be a comparatively easy matter to make up the contents from time to time. In the first place the hardware dealer must keep in mind the fact that the store paper must furnish reading matter of general interest as well as store news, otherwise it will be no different than the out-and-out circular. The newspaper ad is strong because of the interest the newspaper itself carries. Of course, store news and store

## RICHARDSON'S HERALD.

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\*\*\*\*\* The Corner Hardware Store. \*\*\*\*\*

VOLUME V                      SPRING EDITION, 1910.                      NUMBER 2


**IT** is with great pleasure that we inform you that our trade last year amounted to such a large total that we wish to thank all our customers for their good will in extending to us such a large volume. We shall endeavor, by handling good goods and giving fair treatment, to merit and obtain an increased amount the coming year, and believe you will profit by trading with us. We wish to give everybody entire satisfaction and will cheerfully make good any article not proving as represented. We hope that the present year may be the happiest and most profitable you have ever had.

\*\*\*\*\*

**Keep Your Grit.**

Hang on! Cling on! No matter what they say;  
Push on! Sing on! Things will come your way.  
Sitting down and whining never helps a bit.  
Best way to get there is by keeping up your grit.  
Don't give up hoping when the ship goes down;  
Grasp a spar, or something—just refuse to drown.  
Don't think you're dying just because you're hit;  
Smile in face of danger and hang to your grit.  
Folks die too easy—they sort of fade away;  
Make a little error, and give up in dismay.  
Kind of man that's needed is the man with ready wit;  
To laugh at pain and trouble and keep up his grit.                      —[The Booster.

The Iowa hen produces as much wealth each year as the silver mines of Colorado. And the hen isn't making much of a fuss about it either.



**BLOOD'S MIXED PAINT**

**TO THOSE** who have used **Blood's Paint** nothing need be said; but to those who are not familiar with its merits, we wish to say that it wears longer, covers more surface, and fades less than other paints. We have sold it for twenty years, and would not have done so if it had not have proven a superior article. It stands the test of the pure paint law.


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**Nineteen-Ten.**

Blot out and forget the troubles of the past, and do your trading at the "Corner Hardware."

Good goods win  
3-in-1 Oil—a superior article.  
We can furnish you castings for all stoves  
Why is a rabbit credited for Easter eggs?  
If you've got anything against us, let us know it.  
You can't saw wood with a hammer, or drive nails with a saw. But if you want the right article for the right work, we can fit you out.

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**PLEASANT SMILES  
ON WASH DAY**

If you use an  
**Ocean Wave Washer**  
Washes Laces, fine Linens or  
Blankets. More sold than any other make

FIG. 53.

ads will predominate, but the proportion of reading text should rarely be less than one-third of the total amount of matter in the whole paper.

See that the reading matter you use is breezy and cheerful. Get these same qualities into the store paragraphs as well. Even the ads should be written in a somewhat freer style than is desirable in the newspaper, though this should not be overdone. Clippings may furnish the bulk of the text, and

it is well to run a few columns of news matter pertinent to your locality. A certain hardware dealer conducts a social column every week in his store paper and he asserts it is looked for and read with great interest. Humor and anecdotes should be used generously. Short pithy paragraphs are great interest breeders. See Fig. 53. Note also the verse on this page. Note the attractive store talk in Fig. 52, and the interspersion of humor. Mark how strongly the ad stands out on this page. The interesting reading matter opposite carries it along.

### MAKING UP THE DUMMY

The preliminary work is to lay out a dummy store paper, marking off the spaces that will be allotted to (1) general interest matter; (2) store news or

**House Furnishing Goods**

Without a doubt, the largest showing of Tinware, Enameled Ware, Wooden Ware and Household Specialties of any store in this section. Prices the lowest for first class goods. Special discount to newly married couples.



Lick's Four Coated Blue and White Enameled Ware, is clean, sanitary and durable. A kitchen fitted with Lick's ware is the pride of the model housekeeper. All shapes and sizes of Kittles, Pans, Tins and Coffees, etc.

Onyx Enameled Ware is a cheaper grade that gives good satisfaction. The 10c counter is full of big values. Large pieces of Enameled Ware, Tin Ware and Handy Specialties. No better values anywhere. Nearly 3000 articles at this price.



The Rowwin Food Cutter is a kitchen necessity. Open toleless, \$1.00, \$1.25 and \$1.75.

**Ironing Made Easy**

**A HOT IRON** **A COLD HANDLE**



Ironing day is a hard one, but with a set of Asbestos Lined Irons, ironing is made a pleasure. The Asbestos Lined Hood holds the heat in the iron and keeps the handle cool. A set of three irons, hood and stand, \$1.75. Folding Ironing Tables for \$1.00, \$1.25 and \$1.50. Clothes Hampers, \$1.00 and up. Wall Clothes Dryers, 50c; Floor Dryers, 75c and \$1.00. Willow Clothes Baskets, 65c to \$1.00.

**Savory Roaster**

**BICER MEATS FOR LESS MONEY**



**SAVORY**

One dollar each.

**BISSELL'S CYCO BEARING CARPET SWEEPERS**



save time and carpets. No home complete without one of these labor savers, \$2.50 to \$3.50.

FIG. 54.

paragraphs, and (3) regular display ads. After you have decided on these proportions, you can clip most of the general interest matter, write up the store pointers and re-vamp your regular newspaper ads for the store ads.

The title of the store paper is important. It is best to wait until you have mapped out your first issue before deciding upon a name. Some catchy title

is good if it can be made to be up to the store, otherwise a title on the order of that shown in Fig. 53 had better be used. But by all means stick everlastingly to the title you finally select, for the influence of the store paper depends almost absolutely upon its cumulative effects—its regular visitation in the same form.

#### WIDE SCOPE OF THE STORE PAPER

The store paper is a most effective medium for the announcement of special sales, store demonstrations, prize contests, etc. Reaching your customer or prospective customer by mail, the store paper suggests exclusiveness, and this effect may be further heightened by stating that the announcement is advance notice for the benefit of the regular readers of the paper. In passing, it is well to note that when used for this purpose the store paper saves the postage and stationery necessary when such announcements are made by circular letter. In fact, the hardware dealer issuing a store paper finds little use for the circular letter.

#### MAILING

As previously stated, store papers should be issued at least once a month. Any longer period will destroy the sequence of publication. It is better to issue the paper fortnightly or even weekly and make it smaller than to issue a large paper monthly. Every two weeks is the average interval of publication that is maintained by the city dealer, while the dealer in the farming districts finds once a week not a day too often for telling his story to the countryside.

The best mailing wrapper for the store paper is the plain paper used by newspapers. The paper should then be folded twice the long way of the sheet.

#### APPEALING TO THE FULL POCKETBOOK

The mailing date of a store paper plays a vital part in its success. Every hardware man must work out this date to suit his own locality. He must mail his paper when money is most plentiful, for that is the logical time to send out a store publication. In the city, Friday and Saturday are the busiest days, so it is well to have the mailing or distributing arranged so that the papers are received not later than Saturday morning. In the smaller towns conditions vary. Market days, factory or mill pay days should be carefully noted, so that the store paper may reach the public when its purse is nicely rounded. The best of arguments often fail when directed at a lean pocket book.

## CHAPTER XVIII

# The Store Catalog

**M**OST of those who have studied the problem of mail-order competition have appreciated the necessity of fighting the catalog house with its own methods. There are a great many arguments and plans that can be used as outlined in Chapter XXIX, but the most important factor is the catalog itself.

In issuing an attractive catalog, the retailer uses the mainstay of the catalog house business. He places in the hands of his customers a listing of articles, a large percentage of which, perhaps, the customer never thought were carried in stock. Then, too, this catalog becomes a reminder, as in the mail-order catalog. Also there is the opportunity of comparing prices. But just how to arrange this sort of a catalog has proved to be a problem to many hardware merchants.

Taking the mail-order catalog itself as an example, we may outline the important points to be observed in making up a store catalog as follows:

### SIZE

The size most favored by hardware merchants who are now issuing store catalogs is a page about  $9 \times 12$  inches, which makes up in neat and handy form and is large enough to permit good-sized illustrations and ample descriptive matter. This is the important point. You do not want your catalog to compete so much in bulk with the mail-order book as in style and quality of make-up. A catalog  $9 \times 12$  inches is a most handy size for study and reference and with a hole punched in the corner of the book and string inserted, it may be hung up as a daily reminder. The number of pages in a store catalog will of course vary with the size and location of the store. For a small store 12 pages would constitute an appropriate size. A large store drawing trade from outlying farming districts could make good use of 28 pages and even more.

### MAKE-UP

First of all the store catalog should have an attractively designed cover in two or even three colors. This takes advantage of the mail-order principle of securing interest at the outset. The hardware merchant will find it a matter of economy to outlay some little expense on his cover, because this cover



may be used for a year at least and perhaps longer. Furthermore a standard cover of this kind will serve as a means of store identification and therefore become in itself a reminder. The cover should bear the imprint of the store at the bottom and some phrase strongly suggesting both the bargain and variety ideas should be used. The cover stock should be heavier than the inside pages. The inside pages of the mail-order catalog are a cheap quality of paper, very

 <p><b>D Handle, Square Point Spade</b> <b>Spade</b> <b>90c</b></p> <p>This square point spade is all steel, has a D handle and back and front strap. Full regular size, 7 1/2 x 12 inches. A good all around spade for every-day use. Weighs about 6 pounds.</p>	 <p><b>Post Hole Digger</b></p> <p>High grade steel blades. Specially tempered and carefully sharpened. Strong hardwood handle. Very effective in all kinds of soil, strong and durable.</p> <p><b>\$1.00</b></p>	 <p><b>Grain Scoop Shovel</b> <b>\$1.00</b></p> <p>This steel scoop is the Chubbie pattern. Wide mouth. It is full polished and made of good quality steel. We ask you to compare our price with any other you ever see quoted. This is a splendid value.</p>	 <p><b>Long Handled, Round Pointed Shovel</b></p> <p>Plain back, solid steel, full polished, un-dented handle. The highest class shovel ever offered at this price.</p> <p><b>75c</b></p>
 <p><b>Long Handled Drain Spade</b></p> <p>Diamond point, fine crucible steel, with a good cutting edge. Heavy strapped handle. The shape of the point of this implement makes it exceedingly effective for use in digging and other work of that character.</p> <p>Price <b>90c</b></p>	 <p><b>Adze Eye Grub or Hammock Hoe</b></p> <p>Best grade solid forged steel. Made for heavy service. Just the right temper to keep its edge well. You can't make a mistake in buying this hoe, as it is of the very best quality. Well finished.</p> <p><b>50c</b></p>	 <p><b>50c BUYS THIS HIGH GRADE Potato Hook</b></p> <p>Forged from one piece of steel without a weld. If you want a potato hook that will outlast a dozen cheap ones, this will suit you. Long handle, bronze finish, bent head.</p>	 <p><b>Garden Trowel</b></p> <p>Made of one piece of steel with hardwood handle that will not come off. One of the handiest tools made for garden use. Good for transplanting and weeding.</p> <p><b>10c</b></p>
 <p><b>Riveted Steel Shank Garden Hoe</b> <b>25c</b></p> <p>Extra finished, riveted steel shank. Good handles with bright finished blades 6 1/2- to 7 1/2-in in width. No better cheap hoe made.</p>	 <p><b>New Lightning Hoe</b></p> <p>Forged from the finest elastic refined cast steel with superior handles and fastenings. The strongest and finest hog of its kind on the market.</p> <p><b>50c</b></p>	 <p><b>25c Buys This Malleable Iron Garden Rake</b></p> <p>14 teeth. Rapper length handle, blade, extra finished. Best quality handles.</p>	 <p><b>75c Spading Fork</b></p> <p>D handle, solid steel spading fork, with four flat tines. Made of best steel. A very strong fork.</p>
 <p><b>50c for this 3 tine Hay Fork</b></p> <p>Solid steel oval 12-inch tines, polished. Standard size and length. Very good handles, selected. A great value.</p>	 <p><b>50c Buys this Long Handle, Plain Ferrel's Manure Fork</b></p> <p>Oval steel tines, bronze finish, best steel polished tines. 1 1/4-in. handles, crossed tines, 12 inches long. Selected handles. Cheap in price only.</p> <p>4-tine ..... 50c 3-tine ..... 65c 2-tine ..... \$1</p>	 <p><b>Solid Steel Potato and Beet Scoop</b></p> <p>Very strongly made of the best grade material. Has flat tip ahead of tines which prevents cutting into the articles handled, without destroying the much desired screening action. First class hook-very handle with D shaped grip. Often used for handling corn in the ear.</p> <p>Price <b>\$2.50</b></p>	 <p><b>An Excellent Value Tempered Steel Grass Hooks</b></p> <p>Made made of tempered steel. Good cutting edge. Light, strong and durable. This hook has the right hang.</p> <p><b>25c</b></p>

FIG. 55.

light in weight. The hardware man can go the catalog house one better in this detail of make-up, for both his catalog and edition are smaller. Consequently you should specify "medium-grade machine-finished paper" to your printer. The illustrations used in the catalog, for the most part, can be those furnished you by the manufacturers with whom you do business. The illustrative features should receive the most careful attention. When no cut is available,

better not use any rather than one poorly drawn, for it is in its illustrations that the mail-order catalog particularly excels. It contains hundreds of carefully drawn pictures to make the copy more vividly descriptive. You should do the same. Proper use of syndicate cut books will furnish you with many small cuts that are not to be had from manufacturers, such as tinware,

JOHN G. BURNIEY, BOSTON, GEORGIA.

 <p><b>ENTERPRISE Food Choppers</b></p> <p>Are Always Satisfactory</p> <p>They cut the food and are easy to operate. They are made of the best grade material, heavily lined. Made to clamp on the table.</p>  <p><b>EASY TO CLEAN    CLAMPS ON TABLE</b></p> <p>Fitted with three specially tempered steel knives shown above for fine, medium and coarse cutting and an additional cutter for use in making butter from bute of any oily nature.</p> <p>The Enterprise Food Choppers are guaranteed to chop raw meat. They will chop more and do better work than any other food chopper on the market.</p> <p>The size shown will chop <math>3\frac{1}{2}</math> pounds of meat a minute.</p> <p><b>PRICE . . . \$1.35</b></p>	<p><b>Enterprise Meat Chopper</b></p>  <p>Will chop four pounds of meat a minute, cutting, not tearing. Chops everything that passes through it. Noiseless, easy turning. Made of heavy cast iron, heavily retined. Easy to clean. Knives and plates are made of the finest tool steel and all parts are interchangeable, making it easy to repair, although it is so strongly constructed that it is not likely to get out of order easily.</p> <p><b>Large Size \$2.25</b></p>		
<p><b>Sausage Stuffing Attachment for Enterprise Meat Chopper</b></p> <p>Has a new patented corrugated mount, keeping air from entering the sausage and preventing it from deterioration. Made of spun brass, nickel plated. Be sure to note the size of your chopper when ordering. This attachment is easily placed on your machine and adds to the range of its service.</p>  <p><b>35c to 75c</b></p>	<p><b>Bread Mixer</b></p> <p><b>\$2.00</b></p>  <p>One of the handiest improvements ever devised to lighten the labor of the housewife. Assures good bread because of the perfect mixture. Only a few minutes needed to knead the dough for several loaves.</p> <p>One of the easiest to operate and perfect in action. The bucket and cover are made of the best grade heavy tin. The mixer is made of steel with durable plating of pure black tin.</p>	<p><b>Polished Nickel Reading and Table Lamp</b></p>  <p>Has one of the best center draft burners made, insuring high illuminating efficiency. Has large spot down, shade holder, high grade chimney. The construction of the bowl is heavy, ensuring against leakage. A splendid lamp value.</p> <p><b>\$1.75</b></p>	<p><b>World's Standard</b></p> <p><b>The Dietz Tubular Lantern</b></p> <p>Handy globe lift, very durable. Heavy base and tubes. High grade brass burner.</p>  <p><b>No. 2 Burner</b></p> <p><b>50c</b></p> <p>This is recognized generally as a lantern standard. At our price it is a big value.</p>
 <p><b>Everything in Lamps and Chimneys</b></p> <p>It is not because for you to find more and still pay more for the quality and price we offer. Our stock is made up of the largest selection and our prices are the lowest. Finest hand lamps.</p> <p><b>15c to 35c</b></p>	<p><b>High Grade Double-burner or Single</b></p> <p><b>LANTERN</b></p> <p>Wind proof. Stamped base, solid oil fount, outside filler, all of heavy metal. Globe lifts by easy arrangement to give access to the burner. Strong tubes made of one piece tin. A reliable integrated tin reflector. Regulated tin reflector. Firmly attached wire spring hook.</p> <p><b>No. 2 Burner Price 75c</b></p> 	<p><b>Tubular Lantern Globe</b></p>  <p>Clear glass of good quality; fits the regular tubular lantern. Ground top and bottom.</p> <p><b>10c</b></p>	

FIG. 56.


garden tools, wire goods, etc. Make it your endeavor to illustrate every unit of text in your catalog. More often it is the illustrations in the mail-order catalog rather than the copy that really create the desire that leads to a sale.

Perhaps the most troublesome detail in preparing a store catalog is determining the page arrangement. Never leave this to your printer. The mail-order man doesn't. You can add 100 per cent to the effectiveness of your

catalog by an inviting page arrangement. A study of mail-order catalog make-up reveals a uniform plan in page arrangement, varied by placing the display units in different positions.

Mail-order catalogs have their pages arranged in columns about  $2\frac{1}{4}$  inches wide. Prominence is given to any particular article by allowing it a space of two or more columns. You will more clearly understand what we mean by referring to Figs. 55 and 56, which are pages from John G. Burney's store catalog, issued from Boston, Ga. Fig. 55 shows Mr. Burney's basic plan of page arrangement by balanced panels. Fig. 56 shows the panel arrangement

H. E. STIRN HARDWARE MORRISTOWN N. J.



## Kitchen Conveniences

### Work Is Easy With Good Tools

Almost half of a woman's life is spent in the kitchen. Every housewife glories in her kitchen even though she does but little of the work. And kitchen conveniences are a great help.

Have you a first class Food Chopper? Do you know how easily bread making is with a Bread Mixer?

Most of the labor-saving articles for the kitchen have become necessities. We carry a very complete assortment of useful articles, the majority of which are quite inexpensive. Let us help you to make the work less tiresome and the meals easier to prepare.

Family Scales, all best kinds	\$2.50 to \$5.00
Coffee Mails, wood or metal	.25 to 1.00
Tin and Coffee Strainers	50 to .20
Soup Strainers, Flour Sifters	10 to .25
Food Choppers, the Universal	50 to 1.50

FIG. 57.

H. E. STIRN HARDWARE MORRISTOWN N. J.



## Razors and Shaving Supplies

### Every Man His Own Barber

Whether you shave yourself or not, you should keep a razor for emergencies. Shaving is easy—when you know how especially with a good Razor.

We can select a Razor that is adapted to your beard and face.

Those who have acquired the barber's touch prefer the old fashioned kind, but many prefer a Safety Razor.

It makes no difference to us we have both.

We carry a very extensive line of Razors, Straps, Honers, Lather Brushes and other supplies for shavers, and shall be much pleased to put our time against yours in showing our stock.

Razors, best English makes	\$2.75 to \$5.00
Safety Razors, various kinds	1.00 to 2.00
Shaving Brushes, best line	10 to 20
Razor Straps and Honers	50 to .75
Shaving Soap Mugs, Mirrors	50 to .20

FIG. 58.

still adhered to, but two of the panels enlarged for emphasis as well as variety in make-up.

Mr. Burney's catalog consisted of 28 pages, the page size being  $9 \times 12$  inches.

Figs. 57 and 58 show the page make-up of a smaller store catalog issued by H. E. Stirn, Morristown, N. J. Here Mr. Stirn features his stock in groups, devoting a general talk to each group and simply listing the articles with prices. While this method is not so effective as illustrating and describing each article separately, it is an easy method for the dealer who does not care to issue a larger catalog. Mr. Stirn's catalog contained 18 pages, the page size being  $5\frac{3}{4} \times 8\frac{3}{4}$  inches.

## EDITING

In the store catalog, the hardware dealer has little actual editing to do. Practically all he has to concern himself with in the way of editing is to see that the selling and descriptive talk on the various articles shown keeps to a certain standard.

On the first page of his store catalog, the dealer should write an introductory word, outlining the purpose of the catalog, mentioning that it by no means covers the entire stock, and pointing out that there is little

## The Hardware Bulletin

Published by E. K. Owens, Susquehanna, Pa.

Wm. D. Miller Head Salesman.

Spring and Summer, 1909

I take pleasure in presenting this Hardware Bulletin, as it gives an index to the size and character of the stock carried. My constant aim is to have the goods that the public want, when they want them.

I spare neither time nor money to care for my customers' wants. I am constantly endeavoring to please every one so that my chain of friends will be increased and that they will use their influence in my behalf, among their friends and neighbors.

I try to describe each and every article as it is, as I want everyone to understand the quality and kind of goods that I offer to sell them. I trust every one is an honest, straightforward manner, just the same as I want to be treated, and by keeping my promises to give my customers first class goods at best prices.

My store has been largely remodelled since January first, and I am showing goods to better advantage than ever before.

I will be glad to show you through my store, which would place you under no obligation to buy.

### Our Store's Guarantee

Our definition of the word satisfaction is identical with Webster's as given in his dictionary. There are no varying degrees of satisfaction contemplated by us, the word means just one thing—absolute contentment of ownership—and in as much a part of every transaction as the money you

pay us—and more, for the very moment you are not entirely satisfied, your money is here waiting for you. If anything goes wrong we make it right immediately, then and there, without question, quibble or controversy—without argument. Our guarantee is iron-clad, is made upon honor, and is backed by the confidence we have in our merchandise. We know there is none better anywhere for the money, and we propose to stand behind it without wavering.

### My Creed.

I believe in the goods I am selling, and in my ability to get "results".

I believe in a "Square Deal" to all people and that the business will follow.

I believe in "getting into action," not sleeping; in being cheerful, not mooping; in boosting, not knocking, and in the pleasure of selling my goods.

I believe a man gets what he goes after, if he goes after it; that one man is worth six promises.

I believe that a man should be bigger than his troubles, and that no man is down and out until he has lost confidence in himself.

I believe in the great possibilities of this country, and that all conflict between capital and labor will eventually adjust itself satisfactory to all.

I believe in courtesy; in kindness; in a freer generosity in all things; and in the modification of the "Law of Retaliation," and for the betterment of business conditions.



FIG. 59.

FIG. 60.

need to turn to the mail-order house for either variety or low prices. Such a talk will go a long way toward awakening the public to the advantages in trading with a home institution. In this talk the great advantage of seeing the goods before buying should be strongly emphasized. Also the fact that a local guarantee means a great deal more than the mail-order guarantee, for any dissatisfaction can be taken up and investigated in a fraction of the time and trouble it takes to correspond with the mail-order house and with more certainty as to the final outcome.

Fig. 59 shows the opening talk used by E. K. Owens, Susquehanna, Pa.,

in his store catalog. This talk brings out the advantages of local trading very forcefully and also outlines an admirable store policy in regard to treatment of customers.

Fig. 60 shows a page from a store catalog issued by H. M. Scott, Armada, Mich. Mr. Scott believes in blending a bit of humor with his illustrations and descriptive matter. Provided this is not overdone, it is a good plan.

In brief, the editing of a store catalog should concern the quality of its illustrations and descriptions and the appearance of its page arrangement. Once a style of page make-up is worked out and a standard of text matter decided upon, the dealer should find the compilation of the catalog simply a matter of time.

### MAILING

In issuing a store catalog the hardware dealer gains another important advantage over the mail-order catalog. He may make his catalog more timely by a greater frequency of issues. The mail-order catalog is issued but once a year. The hardware dealer will at least issue two editions of his catalog in spring and fall. And then he can easily get out special editions covering any particular line, as stoves, summer goods, house furnishing goods, etc., or to introduce some new goods.

The mail-order house cannot make any such quick shifts, neither can they by their catalog method lay stress upon certain lines of goods at different times during the year.

In getting out a special issue, the dealer can make use of a great deal of his old matter, thus lessening to a great degree the labor and time in preparing the issue for the printer.

### FREQUENCY OF ISSUANCE

To obtain the maximum value from a store catalog the hardware dealer should mail at least two issues yearly, preferably in the spring and in the fall of the year. Many dealers issue four editions yearly: spring, summer, fall and winter. The spring issue features garden tools, agricultural implements, seeds and other spring necessities. The summer edition would play up refrigerators, hammocks, freezers, sporting goods, etc. In the fall stoves would be featured and in the winter a general listing of store stock.

The store catalog should invariably be sent by mail. Left in a doorway by a house-to-house distributor it loses much of its dignity and importance

and comes down to the level of the circular, which is effective enough, but is looked upon as a transitory announcement. This defeats the real purpose of the store catalog, which is to be kept as a book of reference. Perhaps the best container for the store catalog is a neat manila envelope printed with the name of the dealer together with a few lines informing the recipient of the character of the contents. If the dealer does not care to incur the expense of an envelope, he can use simply a plain paper wrapper such as is used to mail newspapers and magazines.

## CHAPTER XIX

# Street-Car Advertising

**T**HIS is a form of supplementary advertising that the hardware dealer should by no means neglect. Street-car cards are so brief and so easily read and seen so often that they make a strong impression upon the buying public. Especially effective are they in the smaller cities and towns where the passengers generally ride for considerable distances.

Street-car advertising is most valuable in cold weather. At that season of the year the closed cars are in service and the cards are more conspicuous than in open cars. The passengers are more apt to read the cards in closed cars, because the view of the street is obstructed by window frames and other car fittings, and there is usually less interesting scenery along the route of the cars than in summer.

### CARD POSITIONS

In closed cars, with seats running lengthwise, there is little choice of position. As a rule, the cards are shifted at regular periods, so that all the advertisers receive a uniform service. In the case of open cars, however, or in closed cars with the seats running crosswise, the spaces over the doors and windows at the end of the cars are much more valuable than the side spaces, as everyone can read the card directly in front.

### CARD SIZES

The size of the street-car card is 11×21 inches, and by using a double-space card (11×42 inches) you can secure great prominence. Many retail advertisers do this, though the store should be a large one to justify the extra space. It would pay the hardware dealer better to use two regular-size cards—one on each side of the car—then, no matter on which side the passenger sits, one of the cards may be seen.

### CARD PREPARATION

In getting up a car card, brevity is the watchword. Use large type, never less than 72 points in height, and feature but one or two articles. The car card is not as versatile as the newspaper and more than one or two articles featured will not produce the best results. Cards should be changed at least

twice a month. This will not cost much if type cards are used. Do not, under any circumstances, allow a card that is out of date to remain on display. This absolutely kills its whole effect.

#### COST OF CARDS

The rates for car advertising vary from 25 to 45 cents per card per month, according to the size of town and number of cars used and also according to length of contract. In the larger cities like New York, Philadelphia and Chicago, the rates are higher, running up to \$1 per card per month. The cost of printing car cards will run from 4 to 15 cents per card, according to quantity and number of colors used. The small quantity of cards used by the hardware dealer will not permit the use of special lithographed cards, but stock lithographed cards, to be filled in with type, may be obtained through the local street-car advertising agency.

In figuring on the use of street-car cards, the hardware dealer should keep in mind the fact that the circulation of an ad in a street car is equivalent to the number of passengers carried. So, as a rule, in a large town the rate per card per card will be higher than in a small town. Obviously, there are more cars in the large town, so both the cost of each card space and the cost of street-car advertising as a whole, increases with the population.

#### DETERMINING NUMBER OF CARS TO USE

If you desire to start in slowly you can simply use the cars on certain lines contiguous to your store, gradually branching out and using cars on suburban lines if results justify the increase. Frequently, not more than half the cars that a city agency offers run exclusively in the city and its suburbs. Unless the dealer wishes to reach out for country trade, he need use only those cars that run exclusively within the city and its immediate suburbs. Or, if wishes to economize, he may use half the cars, or only the cars on certain lines as before mentioned. All the cars credited to a town are seldom in continual use.

#### CHECKING CARDS

The hardware dealer should require a monthly report of the number of cars in which his cards have been inserted. If possible, the insertions should be carefully checked by some responsible person, and the attention of the agency directed to any omissions or incorrect locations.



# Hardware & Tools

A fine outfit for home use. 27 high grade tools, a place to keep them and a first class rock maple bench. Other benches and other tool outfits from \$7.50 up to \$120.00 each  
**QUALITY THE BEST ABSOLUTELY**



**Hammacher, Schlemmer & Co** 4th Ave. & 13th St.  
 So easy to reach

# Hardware & Tools

Our No. 100 Combination Bench and Tool Cabinet—95 of the finest tools, a practical bench and a beautiful Oak Cabinet, \$85.



No. 100

\$85

Also Oak Wall Cabinets at \$7.50, \$10, \$15, \$20 and \$30 each.

Every tool the best of its kind

**Hammacher, Schlemmer & Co** 4th Ave. & 13th St.  
 So easy to reach

# Hardware & Tools

Benches and other Outfits, all High Grade. Prices from \$7.50 to \$125 each. Ask for Circular No. 23

**Hammacher, Schlemmer & Co**

4th Ave. & 13th St.  
 So easy to reach



No. 55

\$30

Every tool the best of its kind

## CHAPTER XX

# Bill Boards and Painted Signs

**P**OSTER advertising is a publicity force rather than a direct agent for selling goods. It is useful to the hardware dealer as a supplement to newspaper advertising for advertising some special brand or some feature of his business. The poster should never attempt to tell the details. Successful posters contain but few lines of reading. The slogan in designing a poster should be, "he who runs may read." Posters are given a glance rather than a reading. No one will pause in passing a bill-board to decipher a mass of small type on a bill-board poster and people in a public conveyance can't stop if they would. Type, illustrations and the poster itself must be big and bold and printed in strong colors. An excellent rule to observe is to put nothing on a poster that cannot be easily read at a distance of about 100 feet.

### DETAILS OF PRODUCTION

Posters are usually lithographed; that is, printed from designs worked on stone. For all type displays, at least two colors should be used. Because of the great expense of producing multicolored illustrated posters, the hardware dealer cannot afford to order any but the plainer designs. But 45 large posters would be the necessary number to cover a town of considerable size; because of this small run it would not pay to use an elaborate and costly design. To eliminate this expense for the individual small advertiser, lithographers usually carry in stock quantities of stock designs with a blank space at the bottom for the name of the dealer. This form is weak, inasmuch as it does not bring out the individual merits of the goods featured. Some manufacturers of hardware specialty lines furnish the hardware dealer with posters advertising their product and having the dealer's name and address printed in the lower portion. Often a small charge is made for these posters. Other manufacturers willingly supply them free provided the dealer will pay for posting them.

### POSTER SIZES

The unit of poster measurement is the 1-sheet or whole-sheet poster. Its dimensions are 28×42 inches. Listed in the following table are the regulation sizes that the hardware dealer would be likely to use:

Name	No. of Sheets, Wide	No. of Sheets, High	Width in Feet	Height in Feet
1-sheet	1		$3\frac{1}{2}$	$2\frac{1}{2}$
2-sheet	1	2	$3\frac{1}{2}$	$4\frac{1}{2}$
3-sheet	1	3	$3\frac{1}{2}$	7
8-sheet	2	4	7	9

The 1-sheet poster is used either upright or flat; that is, with its long side either vertical or horizontal. A poster larger than a 3-sheet is termed a stand, as, 8-sheet stand, 12-sheet stand, etc. When arranged in stands, the sheets are always placed flat. Posters smaller than 1-sheet are called *snipes*. For bill-board posting the 8- to 16-sheet sizes are the most effective. One-sheet posters are largely used, but not so much for general posting work as for special stands, such as those found upon elevated train platforms in large cities.

#### POSTER PRICES

Lithographed stock posters are made in large quantities by numerous concerns and in a large variety of designs. A poster may be bought *plain* or *cross-lined*, or in other words with or without the address or title. The cost of cross-lining is, obviously, additional to the cost of the poster itself. Average prices might be quoted as follows:

100 posters, or less.....	\$1.30
150    "    " .....	1.45
200    "    " .....	1.55
500    "    " .....	2.00
1000   "    " .....	2.55

These prices are for *each* 28×42-inch sheet covered by the cross-lining, which means that if three sheets of an 8-sheet poster are cross-lined, the prices given in the table must be multiplied by three. Should the cross-lining be desired in two colors, the table figures should be doubled. If the words to be cross-lined are engraved on wood the effect almost matches that of lithography. The cost of these "block cuts," as they are termed, varies from \$1.80 to \$5.00, according to size. Local printers can print the cross-lining of small posters, but the lithographer must handle the large sizes.

Posters are lithographed in as many as six colors; fairly good effects may be had with two colors, but four colors are uniformly more satisfactory. The following table lists average prices on this basis, including the cross-lining:

Quantity	1-sheet	2-sheet	3-sheet	8-sheet
25	\$2.75	\$ 4.75	\$ 6.00	\$16.50
50	4.75	8.50	11.25	29.25
75	6.50	11.00	15.50	40.00
100	7.75	14.00	19.00	50.00

The hardware dealer may obtain samples of posters at list prices with postage additional, thus enabling him to know exactly what he is going to get for his money.

Lithographing concerns and some printing houses have the facilities for producing printed posters at prices much less than is charged for lithographed work. The following table furnishes an idea of the cost of printed posters:

Quantity	1-sheet		2-sheet		3-sheet	
	1-color	2-color	1-color	2-color	1-color	2-color
100	\$ 4.00	\$5.00	\$ 8.00	\$ 9.75	\$12.50	\$14.50
500	8.00	9.25	16.50	20.25	26.00	31.25
1000	13.25	15.00	26.25	30.00	35.00	40.00

#### BILL-POSTING RATES

Bill-board publicity is under the control of the National Association of Bill-posters and Distributors of the United States and Canada. The members of this body own or lease the bill-boards, which are known as *hoardings*, in all the large cities and most desirable towns of more than 3000 population in this country and Canada. All the business connected with this body is conducted under strict supervision, and both rates and service can be relied upon absolutely.

The unit of size in figuring bill-posting rates is the 1-sheet poster, and the unit of time is a 4-weeks' continuous *showing* or display. The bill-poster's month is four weeks and his year is 48 weeks.

Bill-posting rates are, in general, determined by population, but in many instances this is not true. In a small town the rates may be as high as those in a near-by city of much larger population. This is because the bill-boards in the outlying districts of a large city are generally controlled by the same concern as those in the city itself. Even though this condition did not exist, the smaller town is usually so closely in touch with its larger neighbor that the higher rate in the former is warranted.

The figures in the following table show the average cost of bill-posting. To these figures must be added the actual cost of the poster paper itself.

Population	Rates per Sheet. Period, 4 Weeks
Under 5000 . . . . .	\$ .05
5000 to 10,000 . . . . .	.06
10,000 to 50,000 . . . . .	.07
50,000 to 100,000 . . . . .	.09
100,000 to 500,000 . . . . .	.12
500,000 to 2,000,000 . . . . .	.14
Over 2,000,000 . . . . .	.16

## BILL-POSTING CONTRACTS

The foregoing rates and information are on the basis of *listed, protected, and renewed service*. The terms of such a contract require the bill-poster to furnish the advertiser with a complete list of the boards occupied with his posters within three days of the actual posting. If this is not done, the amount of the contract is forfeited. The hardware man will often get longer service than he actually pays for because there may be no new paper scheduled to be posted at the expiration of his contract. The renewal clause stipulates that all posters which become defaced must be replaced by the bill-poster free of charge, provided new paper is furnished him.

Another contract under the name of "C. M. O.," or Chance-may-offer, carries a rate of 4 cents a sheet for cities and country routes. Under this contract, posters remain uncovered at least a week and until the boards are needed for other paper. Renewals are not made and the service is not listed.

Bill-boards in small villages and along country roads are termed *Country Routes*. The rates for listed, protected and renewed service for these locations are usually a great deal lower than city rates, though they may be the same as city rates if the controlling bill-poster operates in a neighboring city.

## DETERMINING COSTS

To determine the cost of a showing, multiply the size of the poster in sheets by the cost per sheet. Next multiply the figures thus obtained by the number of posters to be used. For three months' continuous showing a 5 per cent discount is allowed and for a six months' continuous showing, 10 per cent.

To afford the prospective bill-board advertiser some idea of the number of sheets required for different towns, the following table is given, which shows average requirements for various-sized towns:

Town	Population	No. 24-sheet Posters	No. 16-sheet Posters	No. 8-sheet Posters
Des Moines, Iowa . . . . .	86,368	38	50	75
Marietta, Ohio . . . . .	12,923	8	12	18
Mauch Chunk, Penn. . . . .	3,952	3	5	8
Holyoke, Mass. . . . .	57,730	25	40	55
Boston, Mass. . . . .	670,585	140	200	350
Newark, N. J. . . . .	347,469	85	115	200

It will be noticed that 24-sheet posters are included. For the purpose of the hardware dealer the 8- and 16-sheet sizes are large enough. The extra sheets represented by the 24-sheet posters may be added to the other sizes.

**PAINTED SIGNS**

The standard height for painted bulletins is 10 feet, and the average rate is 50 cents per running foot of bulletin board per month. This price includes the painting of the sign. Special locations bring extra rates. The shortest contract made is for six months. Such a contract provides for one repainting, the yearly contract calling for two repaintings.

Where the painted sign is on a dead wall, contracts are made on a yearly basis only. The price depends upon the location and number of signs used. It averages about 5 cents per square foot, including one painting.

## CHAPTER XXI

# Talks to Salesmen

**A**DVERTISING has performed and is performing so many great feats in selling that some merchants grow to look upon publicity as sort of a magic wand, which they need but touch to produce the desired results in sales.

As a matter of record, the effect of advertising is greatly nullified and even rendered *nil* when it is not backed up properly. You cannot expect advertising to do the thousand and one things, more or less, that are essential to the actual closing of a sale.

A forceful ad may bring a person to your store, but any one of a number of store conditions may prevent the sale.

Beginning with the store salesman, we outline in succeeding chapters the various elements that unite to complete finally the work begun by the actual ad itself.

After desire has been created by an ad, the first move on the part of the prospective customer is a visit to the store. If the ad has been well written, it has without doubt caused the visitor to form some definite idea as to either the article or the store. With this idea uppermost in mind, the customer-to-be comes into contact with the salesman.

### POWER OF PERSONALITY

The salesman is your personal representative, and as such he represents to the customer the actual spirit of the store itself. The more a merchant realizes this great selling truth, the greater will be his prosperity. Perhaps 80 per cent of the buying public are *swayed by personality*, and when this fact begins to dawn upon you, you will understand why it is possible to have a store irreproachable in equipment, yet one that makes little or no headway on the sales ledger. Unless a salesman reflects in his manner and attitude the policy outlined by the advertising, the advertising will never reach a maximum of efficiency.

### COMPLETING THE WORK OF THE AD

It is not enough that a salesman be simply polite and courteous to the customer, though of course this is essential. The salesman must take a personal interest in the customer; he must be fully familiar with the store's advertising;

he should know the stock so as to be able to make his talk convincing. For many a customer comes into a store with doubt uppermost in mind and it devolves upon the salesman to eradicate this doubt, thus completing the argument of the ad. He must give something of himself to each customer, for is he not subduing, in a way, the will of another? The successful salesman often reaches home completely tired out; he has closed sales through sheer force of vitality.

#### SALESMEN AND SALES SUGGESTIONS

Many a time has the writer been attracted by an ad and visited the store, only to form a poor impression because of treatment received at the hands of uninformed or discourteous salesman. The hardware man should take careful estimate of his sales force, weed out the undesirables and coach the live men with a view to making the most of the store advertising. One hardware dealer of the writer's acquaintance has done this so successfully that practically all his advertising is the result of suggestions from his salesman. They come into contact with the people; they have their ears close to the ground, so to speak, and their advice as to the things to feature and their suggestions as to treatment are of incalculable value in making up effective ads.

#### KEEPING TRACK OF STORE ADVERTISING

Each salesman should keep close tab on the articles featured in the newspaper and supplementary advertising. When a customer asks for this or that article that was advertised, the salesman should not have to spend five or ten minutes in getting information on the subject. He should be able to show the article immediately.

After the ad, the salesman is the next link in the selling chain, and largely upon the degree of thoroughness with which he performs his work depends the success of the ad.



## CHAPTER XXII

# Window Displays

**I**MMEDIATELY a person enters a hardware store he is impressed favorably or unfavorably. There is no middle ground, and his thoughts sway either to the positive or the negative.

Let us analyze the course of his thoughts. Before he actually enters the store he sees the store windows. The window is not always an accurate index of store character, for many a fine store belies itself on the outside. But it is important for two reasons that the windows impress the customer. First, so that he may not gain any unfavorable first impressions that might not be counteracted even by an attractive store interior. Second, to catch the customer who buys from the window, and his kind are legion.

### NEATNESS FIRST

Perhaps the first requirement for an effective window display is neatness. Many a scanty window has won out by neatness alone. And many a gorgeous window has lost because of carelessness in make-up and in subsequent attention.

After neatness comes interest. Displays can easily be made interesting, and without the aid of mechanical means, too, although mechanical displays have their place and a very valuable place at that. For instance, a complete tool display, neatly arranged, is bound to gain attention, while a few tools scattered in the window would not. Displays should be varied as much as is practicable. One article, however forcefully displayed in a window, will not attract everyone. The more articles shown, the more people you will be appealing to. But this does not advocate a jumbled effect for the store window. Proper relation is another thought to be kept in mind when arranging the window. If you show a safety razor, show also accessories. If you show paint, show also brushes, color-cards, sample designs, etc.

Don't let the people see the same window for too long a time. Frequent changes in window display keep people on the "qui vive"; they expect to see something new and usually will make it a point to look for the changes.

### REINFORCING THE NEWSPAPER WORK

Window displays can be made to supplement newspaper advertising in a very effective manner. For instance, an ad features a certain article and

refers the reader to the store window. Many people who might not go in the store to see the article would stop at the window and if impressed with the showing, would buy. Thus the advertising and window display working in conjunction make a sale that perhaps either force singly would have failed to do. The newspaper ad creates a double interest in your window. Many a merchant has increased his sales through practical application of this advertising truth.

## CHAPTER XXIII

# Stock Arrangement

**S**TOCK arrangement is an important link in the sales chain. Although the newspaper ad, the store salesman and the window display working hand in hand may produce the first sale, it devolves largely upon stock arrangement to produce other sales to the same customer at the *same* time as well as future sales.

Carefully displayed stock has still another function. It is often an unaided sales force, for there are many persons who come in a store simply to "look around." Tempting displays will loosen their purse strings every time.

### SHOW YOUR GOODS

By effective stock arrangement we mean both the showing of the largest variety of articles in a given space, and the display of these articles to the best possible advantage. The proprietor of the large hardware store may not be turning over his capital in proportion to the small dealer, simply because he may not be exposing to public view as many articles as is his smaller brother.

Stock carefully arranged produces sales through serving both as a reminder and a suggestion. In reality, each counter, each case, each table is a separate ad telling its story silently but none less effectively to the customer. It is a well-known fact among department-store men that the first sale to a customer is often the smallest sale.

The hardware dealer is fast realizing the effectiveness of department-store stock arrangement and he is no longer keeping 50 per cent of his stock hidden down cellar, under counters or stowed away in drawers.

He is using more counters, more all-glass cases, more tables, more compartment stands, more racks and other methods of bringing to light stock heretofore shut out from the gaze of the public. And he is discovering too that a principle *is a principle* whether applied to a department store or a hardware store; that people have the same habit of looking around a hardware store as they do in a department store.

### A REASON FOR SHIFTING TRADE

One of the chief reasons why the department store has been able to win trade away from the hardware store is because of the superior arrangement

of department-store hardware stock. People always find the department-store display interesting; they are often repelled by a hardware-store display, or rather lack of display.

In the lower section of New York City there is a hardware store which has practically all its stock display on broad counters and compartment stands and tables. The store is thronged daily with eager buyers, while on the same street two other hardware stores languish because they do not show the public what they have. People will be eager enough to buy if you show them what they should have, but when they can't see with their own eyes anything worth their attention you can't expect to sell them more than the one article which was the reason for their visit to you.

Price-tabs help wonderfully in stock display. They do away with the need for the question that most people don't like to ask unless they have made up their minds to buy. The practice of this simple basic truth is *largely responsible* for the building up the 5- and 10-cent store proposition to its present mammoth proportions.

## CHAPTER XXIV

# Store Demonstrations

**T**HE store demonstration is a thoroughly established retail custom, yet there are many hardware men who do not fully realize the value of this means of gaining the attention of the public.

In the first place, a demonstration of most anything will interest people, for a demonstration signifies action and an imparting of information—two proceedings appealing strongly to human nature. So when the hardware man runs an attractive newspaper ad announcing a demonstration, he may be reasonably sure of a goodly gathering of folks in his store. So much for the power of the demonstration to attract people to the store.

### CASHING IN ON CURIOSITY

Next is the value of having all these people in your store. The purchase of the article being demonstrated should by no means be considered the full measure of the demonstration's success. You should bend every effort to transform these visitors into regular customers. Your efforts should not take the form of exhortation, however, but rather the subtle, unconscious appeal that is made by a well-arranged store, inviting display, cheerful clerks and other store niceties.

Those who buy the demonstrated articles and will naturally stop and look around, and those who don't buy will be still more inclined to look for something that they may take home. Every store demonstration should, apart from selling or creating interest in a special article, sell other articles and make some permanent customers.


### ON THE OUTSIDE LOOKING IN

Many store demonstrations are in reality window demonstrations. The weak point of the window demonstration is that the people are on the outside looking in rather than on the inside looking out. And this little difference means a whole lot when it comes to getting results. When you have a person *in* your store you have got many opportunities to sell him, but when he is on the outside you are simply appealing to curiosity, nine times out of ten.

Of course this statement refers specifically to the hardware store. Window demonstrations under other auspices may be more valuable.

# CALORIC

## DEMONSTRATION



You and your friends  
are invited to attend  
and partake of the many  
good things prepared in  
the "CALORIC" Fire-  
less Cookstove.

You will be amazed at the seemingly impossible things it does. It BAKES and ROASTS food in its raw state without first partially cooking it on an ordinary stove or reheating it before serving, as well as soups, stews and bolls.

The "Caloric" saves fully seventy-five per cent. in fuel alone and nearly all the time, and work, and all the bother. It requires no attention after the food is placed into it, there is no danger of burning or of food being overdone. The "Caloric" will pay for itself many times over. After using it you would not part with it for many times its cost.

Come to our store on the date mentioned below and you will learn how to reduce your meat and grocery bills.

**Wednesday and**  
**Thursday Afternoon at 3:30**

**Biscuits and Rolls**

cooked in this fireless cooker will be publicly removed and served at 4 o'clock tomorrow afternoon. Come and see this test.

**Pasadena Hardware Co.**  
11 EAST COLORADO STREET

FIG. 61.

Fig. 61 shows an excellent demonstration ad for the fireless cooker. The heading quickly gains attention and the underlined invitation clinches the reader's interest. The second paragraph especially should cause the housewife to make an early inspection of the cooker.

Fig. 62 shows a faulty construction for purely a demonstration ad. The text is very well handled, but the demonstration idea is not featured as it should be. As this is a window demonstration the ad is not so seriously at fault as it would be if it advertised a store demonstration.

Fig. 63 shows a demonstration ad for percolators that is unique in its brevity and directness. From the wording, however, it is difficult to ascertain whether the demonstration is perpetual or limited to a certain length of time. This distinction brought out would have lent greater force to the ad.

Fig. 64 shows an unusually complete stove-demonstration circular. The striking feature of the circular is its illustration. The text is clearly worded and arouses a strong desire to inspect the range. So many points concerning the operation and efficiency of a range are such a mystery to many

When you decide to inaugurate a demonstration the fact should be announced in the newspapers, in your store paper or by circulars, and by show-cards in the windows.

### INTRODUCING UNFAMILIAR SPECIALTIES

Store demonstrations are of wonderful value to the dealer who is pushing a special article which is not familiar to most people and whose price is relatively high, as in the case of the fireless cooker, electrical kitchen appliances, washing machines, percolators, vacuum cleaners, etc.

Newspaper advertising stimulates interest in these articles, but their actual operation is very hazy in the minds of a great many housewives and they need to be shown to become enthusiastic.

Fig. 61 shows an excellent demonstration ad for the fireless cooker. The heading quickly

**"The Easiest Way"**

# IS THE ASBESTOS SAD IRON WAY

**A HOT  
IRON**



**A COLD  
HANDLE**



This week we have the "Asbestos Sad Iron Lady" with us in our window displaying a novel form she shows you why the Asbestos Iron is easiest and most economical to use. The window display itself is worth a visit from every woman. Like all good things, Asbestos Irons tend more to begin with but they soon pay for themselves by the insured use of feet and labor on the part of the user.

<b>Turkey Irons .....</b> \$ .75 <b>Laundry Sells of 3 .....</b> 1.50 <b>30 inch Laundry Covers .....</b> 2.00 <b>and 1 inch .....</b> .50	<b>Pumice Stone .....</b> .50 <b>Laundry Sells of 6 .....</b> 2.00 <b>Kitchen Laundry Hoods .....</b> .50
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**SEE THE DEMONSTRATION**

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## E. R. DAVIS & CO.

● HARDWARE ●

310-312 Main St.
Clarksburg, W. Va.

**FIG. 62.**

## To Taste Coffee

**Made in the Universal (Percolator)  
and know for the first time what per-  
fect Coffee is like, is worth living for.  
Won't you call and let us demonstrate?**

**San Diego Hardware  
Company 634 Rm. St.**

**FIG. 63.**

# SPECIAL EXHIBIT AND DEMONSTRATION

## OF ROUND OAKS

### OCT. 4 TO 7

Last year at this time we held our first annual Round Oak exhibit and demonstration, and it proved so very satisfactory to all concerned that we have decided to make it an annual affair. It affords us excellent opportunities to meet new and old customers, and you an excellent opportunity to meet your friends and visit with them over a CUP OF GOOD HOT COFFEE SERVED WITH TEA BISCUITS, COOKIES, ETC., all made on the incomparable Round Oak Chief, The Perfect Cooking Range.

We are making plans for a fine exhibit, and most cordially invite everyone in this vicinity to visit our store on these dates. It makes no difference whether you expect to purchase a stove this fall or not.

### MR. FRED L. WELCH

of the Estate of P. D. Beckwith will assist us at this time, and will be pleased to explain to you, any detail in the construction of this wonderful range, and show you why it is the most perfect range construction. These pictures are true to life and you can prove our statements by bringing this advertisement and examining every detail with the picture charts.

### OCT. 4TH TO 7TH

# A. E. PINNEY & SON

## GOOD HARDWARE

### Ithaca, Mich.

**FIG. 64.**

SAN ANTONIO  
HARDWARE CO.

SPECIAL

SAN ANTONIO  
HARDWARE CO.

## DEMONSTRATION

OF THE FAMOUS

# RICHMOND SUCTION CLEANER

*In our show window for one week, beginning today. The acme of perfection in a cleaning and sweeping device. Does away with brooms, dusters, etc., and the drudgery they bring.*

### Don't Fail to See This Machine

Will send one to your home and demonstrate if you wish.

## San Antonio Hardware Company

SAN ANTONIO  
HARDWARE CO.

**238-240  
W. COMMERCE ST.**

SAN ANTONIO  
HARDWARE CO.

FIG. 65.

## Two Demonstrations Saturday

### Jewel Fireless Stoves

Mrs. Wilbur will show the many reasons why a modern kitchen is not complete without a Jewel fireless cook stove. How it saves fuel and food as well as the housekeepers time and temper, and how much better everything is cooked. Come and taste the many good things baked and roasted in a Jewel and learn how easily you may own one by joining the Jewel Household Club.

The three-compartment Jewel fireless cook stove will be given away at 8.00 p. m. Every housekeeper attending is entitled to a free chance.



---



### White Sewing Machines

Mr. H. H. Hilton representing the White company as special salesman and demonstrator, will be in our store tomorrow, revealing the possibilities of the new White Rotary combination lock and chain stitch sewing machine. Mr. Hilton will do all kinds of fancy sewing including the most beautiful embroideries, hem-stitching, Roman cut work, etc., with an ease and speed that will surprise you. If you are interested in a new sewing machine, don't fail to see the modern White Rotary in action.



FIG. 66.



best demonstrated in the window, where there is plenty of light necessary for the onlookers to see how thoroughly the cleaner does its work.

Fig. 66 shows a combination demonstration ad in which the personal element is played up strongly. The wording gets down to some interesting details.

Apart from actually making sales, store demonstrations are a great aid to the dealer in popularizing his store. Few other methods compare with the store demonstration in causing a store to be talked about and watched with interest. For this reason alone, the demonstration should make strong appeal to the hardware dealer.

## CHAPTER XXV

# Show-Cards

**A**N outline of store efficiency would fall short of being complete without mention of those silent salesmen—the show-cards.

### VALUE OF THE SHOW-CARD

The value of a show-card lies in the fact that it answers questions which might never be asked by the customer. Often a person notices articles in a hardware store but dislikes to ask about prices or information from two motives: (1) a disinclination to take up a clerk's time when he is busy; (2) no decided intention to buy.

But in numberless cases, were this information easily accessible, purchases would be made. It is by furnishing this information silently that the show-card so effectively complements the work of the store salesman.

### A CONDITION THAT SHOULD BE REMEDIED

It is an unfortunate but absolute fact that the hardware dealer has been among the last of the retail merchants to recognize the value of the show-card. Yet he can use them just as effectively as does the drug store, the cigar store, the department store. Not only throughout the store, but in the windows.

Show-cards in the windows are most effective in explaining window displays and quoting prices. Scattered throughout the store they identify and explain many different lines. For counter use they complement many diverse counter displays.

### SIZE AND WORDING

Show-cards may vary greatly in size from the large window card to the small bit of board quoting prices on some rack or table.

When used for description, it is obvious that they must be worded tersely and to the point. Crisp statements or commands are more desirable than easy-going sentences.

### MAKE-UP

The dealer should be most careful of the make-up of his cards. Let them be roughly lettered or unfinished board and they detract rather than add to

the appearance of the store. But give them to a man who makes a specialty of show-card writing and they will tone up and liven up a store as nothing else will.

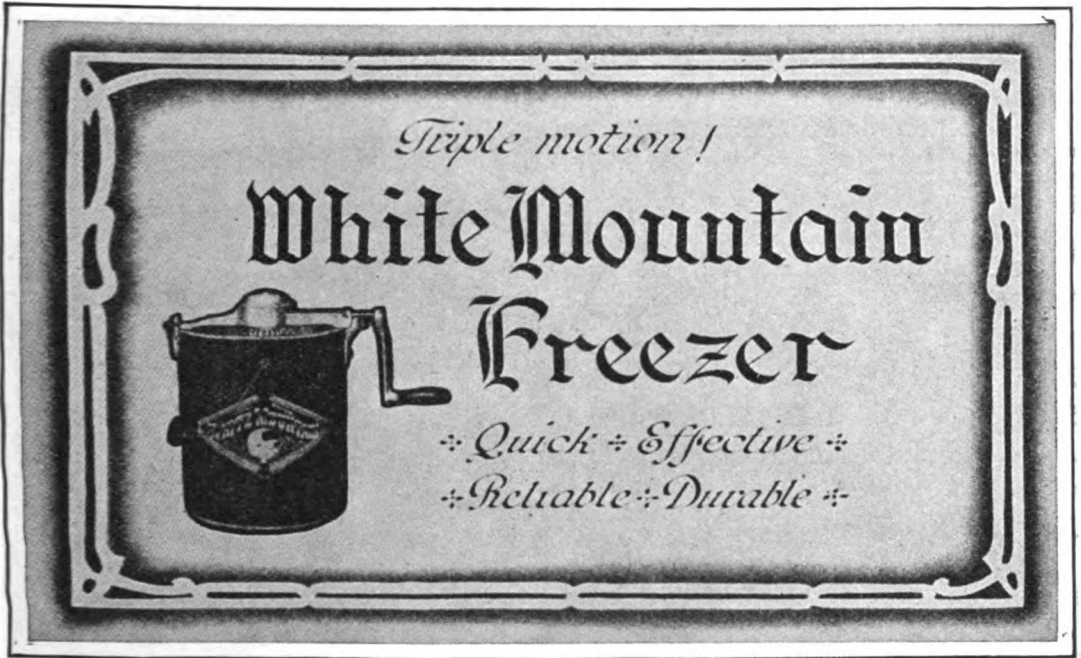


FIG. 66a.—An Attractive Show Card.

The dealer who uses show-cards has a force working for him at all times of the day, and as results from a show-card campaign may be easily tabulated they should at least be tried out. Many a hardware man has been astonished at what the show-card records told him.

## CHAPTER XXVI

### Personal Calls

**P**ERSONAL calls are the most limited, most expensive and most effective method of advertising. They can be divided into two classes—country and city.

#### COUNTRY ADVERTISING BY PERSONAL CALLS

Because of the limited number of business prospects and the correspondingly smaller number of calls necessary to a thorough campaign of this nature the small town dealer usually develops it to a higher degree of efficiency than is found in the city. Many merchants have regular solicitors on their sales force whose work it is to drive from farm to farm seeking new business and building a closer relationship between the customer and the store. A cream separator or a sewing machine strapped on the back of these solicitors' buggies is a common sight.

#### SALES SUGGESTIONS THROUGH OBSERVATION

While drumming up business on such items the need of a new kitchen range, a hay fork, an axe or a coat of paint for the house is often observed, and these direct pointers on future sales have proven most valuable. Direct sales more than pay for an investment of this nature and the good advertising that results from these business visits is all velvet.

There is hardly a county in the United States where some hardware salesman is not representing his firm in this way. Concrete examples are so numerous that it is not more than necessary to mention this method of advertising as a business builder. A hundred examples of the success of this kind of advertising can be found to one failure—it is the kind of advertising that gets down close to the hearts of men. It is the simplest, most easily understood method of publicity. It should be backed up from the store with follow-up letters and will bind customers to a business institution in such a way that it will take more than an even price and a pleasant talk to take them away.

#### FOLLOW UP THE CALL

The value of a call made on a country customer is increased immeasurably if a letter from the store reminds the farmer of the visit, and the mere fact that you have written about the subjects discussed makes a strong, lasting impression, especially if it has to do with the purchase of merchandise.

Here is a fair example. Your salesman, Fred Brown, has called on farmer Burns, who lives about eight miles out of town on a Rural Free Delivery Route. While there Fred learned that Burns owns eight milk cows and does not own a cream separator, that he is going to fence the back eighty in the fall and that the kitchen range needs a new fireback. He stayed for dinner. When Fred Brown reports at the store (*and every business call should be reported to the store in writing*) this follow-up letter is sent out:

Mr. HARRY BURNS,  
R. F. D. No. 2,

Dear Mr. Burns:

The Rural Free Delivery has thrown us in such close touch with one another that I must take advantage of it to tell you how much we appreciate the courtesies you and Mrs. Burns extended to our Mr. Brown on Thursday.

Agreeable to his promise we are mailing you under separate cover a catalog of DeLaval Cream Separators. With eight good cows such as Fred Brown says you have, this machine No. XX will pay for itself in increased earnings to you inside of two years. In addition, it will save Mrs. Brown and yourself some of the most trying duties you have to perform. There is no washing of milk pans on the farm where there is a cream separator. The writer wishes to talk to you personally about this investment the next time you are in town. It concerns a special proposition I wish to make to you in person.

Mr. Brown has also asked us to mail you our latest wire fence catalogs. It is a pleasure to do this, because we have sold two carloads of this fencing every year for the past three years, and it has corraled more friends for us than any other single article we sell. We have something new in gates and steel posts we want to show you when you and Mrs. Burns come in to talk about the separator investment.

Our records show that your kitchen range is a No. 2756 R, which is the number that corresponds to the oven measurement Mr. Brown took when in your home. The fireback weighs 21 pounds and will cost 15 c. a pound delivered. This \$3.15 is an investment that will lengthen the life of your range and ought to have your immediate attention. If you will sign the enclosed order we will get busy at once and have that repair in your stove by this time next month.

Trusting we will have the pleasure of seeing you soon and again thanking you for the courtesies extended to Mr. Brown, we are,

Sincerely yours,

FIRM HARDWARE COMPANY,

FRANK S. STEARNS,

*Manager.*

Enclose this letter and a stamped envelope addressed to yourself.

**FIRM HDWE. Co.,**

Attention **FRANK S. STEARNS,**

*Manager.*

**GENTLEMEN:** Replying to your letter of the 1st, you may order one only No. XX fireback for my No. 2756 R Range. The price for this is to be \$3.15 delivered at your store.

Very truly yours,

.....

There are two or three things about these letters worthy of attention.

You have connected Rural Free Delivery up to your store.

You have woven Mrs. Burns into your letter, which may mean more than any other part of it.

You have excited curiosity about a special proposition on that separator which insures a visit to your store the first time these people are in town. That special proposition must not be a cut in price, but it can well be an offer of terms. Say, 50 per cent down and the balance spread over six months' time. You can think of something special very easily, but you must create a curiosity that will cause this man and his wife to hunt you up on that particular subject.

By the return letter you have written you have made the ordering of that stove repair the simplest thing in the world.

Your fence catalog and your stove repairs should be followed by other letters. For instance, a brief note advising Mr. Burns that his repairs had been shipped from Chicago, New York or St. Louis, would keep him in touch with the transaction and with your store.

Every country hardware store in America should employ a stenographer. A few plain, simple letters to every-day people mean more to them than stacks of mail do to you. The next thing to personal contact is personal mail. The two are so closely related that they should always work hand-in-hand.

It does not require a specialist to write these simple business letters. It does not require the services of a "prohibit salaried" man to make personal calls. The machinery for this kind of advertising is right in your store. It is up to you to use it. The time to begin is to-day.

#### **CITY ADVERTISING BY PERSONAL CALLS**

Many of the same reasons that make personal calls so effective in the country also apply to city advertising.

Most hardware stores located in large towns draw their business from a comparatively small area.

The volume of business and the accessibility of these stores prohibit the use of space in metropolitan daily papers, where the advertising rates are high and the bulk of the circulation is waste to the small store in a suburb. A Pittsburgh firm has handled this subject particularly well. When they opened a new store recently in one of the prosperous suburbs an "Opening Day" liberally advertised by a circular, by bill-boards and by very attractive window displays. Music and attractive souvenirs drew a big crowd from the immediate neighborhood who were unaccustomed to seeing hardware men do things that way.

#### GETTING A MAILING LIST

After the opening one of the officers of this enterprising store made personal calls on every family in that section of the city. He introduced himself and made it plain this his mission was to find out if they had received one of the souvenirs that had been given away at the opening. Taking the name and address to mail the souvenir was a simple method of getting a very effective mailing list. This store published a monthly paper and where people had already received a souvenir their names and addresses were taken to send them this little publication.

That 1350 names and addresses were obtained in this way shows how thoroughly the work was done. They were arranged alphabetically and were a real asset in that store. This list is brought up to date each fall about the time new leases go into effect and at each home a general talk about the store or a specific talk about some article produces results.

Personal calls and follow-up letters have produced the friendly family spirit of the village in a suburb of a great city. The fact that there are more lonesome, homesick people in big cities than there are in small places is something that is being used to build business. It is easy to advertise to people who are in a receptive mood.

Most city people come from the country. Most city people were mighty lonesome their first year in town. They appreciated their first friends, and if those friends ran hardware stores they are still trading with them.

The small hardware store in the big city faces a real problem in advertising. Personal calls have warmed up some good business in some mighty cold places. Suppose you try it.

## CHAPTER XXVII

### Store Openings

**A**NNOUNCEMENTS heralding the inception of a new store are of vital importance. They must create first impressions. They must turn aside the current of established trade. Upon them largely depends a store's successful start. The right kind of opening announcements will carry a store to the crest of the wave of popular preference, while indifferent opening ads will set back the store's progress by several months, and it is the strain during this period that has nipped in the bud many a promising enterprise.

Opening ads should be large in size, heavily displayed, and illustrated with several fair-size cuts. Large space is an essential, for the ad must be made entirely different in appearance than the average run of newspaper ads, and size is the chief factor in securing this difference.

**On Friday Evening, March 15th, 1912**  
FROM 8 TO 10:00 O'CLOCK

**The Erie Hardware Co., 1220 State St.**

**Invite You To Their**

**SPRING OPENING**

*Where Everything New From a Brad to a Gas Range May Be Seen in a Wide Selection of Styles*

The exhibit will include a complete line of all sorts of Tools, Builders' Hardware, Sporting Goods, Paints, Oils and Brushes, Stoves, Ranges, Refrigerators and Housefurnishings. The Erie Hardware Co. holds itself upon the way its goods are displayed—the system is an innovation in this city.

**HISTORY OF ERIE HARDWARE CO.**

The Erie Hardware Co. was organized eight years ago with Mr. H. S. Schneider at the head. When the firm first commenced business there were four employed and one delivery man was quoted. Now there are twenty-two people employed by this company. Its engines are in use, their plants being filled by three of the very latest improved auto trucks. The stock of the firm has increased threefold, and the rapid growth of its business has necessitated a great deal more floor and storage space. Besides the store proper and basement, the Erie Hardware Co. also have in use a large warehouse in rear of State street building, as well as Twelfth and Franklin street building known as the Ball Engine company plant, also warehouse on West Eleventh street.

Visit Our Store Opening, Friday Night March 15th, 1912. We Would Be Very Glad to Meet You All. Ladies do not need to be afraid to enter our store, as it is the Cleanest and Best Arranged Hardware Store in the State. Courtesy to All Attending.

**MUSIC BY PROF. DEMULDER'S SELECTED ORCHESTRA.**

**COME ALL, WE WILL TRY AND MAKE IT PLEASANT FOR YOU.**

**No Goods Sold Opening Night.**

**Erie Hardware Co., 1220 State St.**

The Store Where You Pocket the Savings

Fig. 67. An opening ad worded in friendly style and featuring many innovations for the opening night. Note that the headlines are in form of an invitation.

#### GETTING THE GINGER IN THE ADS

The opening ads should be personal in tone and strictly local in flavor. Local references should be made from time to time in the text of the ad. The



store policy should be clearly outlined; details of stock, service, location, etc., should be brought out strongly. Something personal might be said of the store organization and perhaps photographs reproduced.

The ads are always made more interesting and compelling when the arrangements made for an elaborate opening are described.

These might include music by some local organization, special decorative features, souvenirs for every visitor, etc.

Some merchants have made a gala time of their opening evenings. No goods were sold and the whole store force devoted themselves to the entertainment of the visitors.

#### VALUE OF THE FOLLOW-UP READING NOTICE

The first opening ad should be followed up by a newspaper reading notice describing the opening day or evening. Thus the people who did not attend would know of the success of the opening. This notice has the double effect of inducing to visit the store those who did not take advantage of the opening and confirming its importance in the minds of those who did attend.

After the first large opening ads published a few days in advance of the actual opening date, smaller ads may be run, though they should treat the store as a new local institution. At least a week or ten days should ensue before the ads settle down to their regular work.



Fig. 68. One of the smaller opening ads. This is a good ad to run in conjunction with a large opening announcement.

## CHAPTER XXVIII

# Group Advertising

**A**S its name suggests, group advertising is featuring several related articles in single ads.

The great possibilities in group advertising are just being realized by the hardware dealer, for the hardware store above all other stores is peculiarly equipped to utilize this new style of publicity. No other retail business carries so many varied and complete "lines" as the hardware store.

### TWO BLADES OF GRASS INSTEAD OF ONE

The purpose of group advertising is to sell several articles of the same nature to a customer instead of simply one article of a kind as is now the rule.

Of course this statement must be taken in a reasonable sense, for a party who buys a stove is not necessarily going to buy a kitchen outfit.

### Bath Room Necessities

Every worth-while fixture calculated to increase the luxury and convenience of a bath room finds representation here. It is a stock without an equal hereabouts.

<p><i>Sponge Holders</i> <i>Tumbler Holders</i> <i>Tooth Brush Holders</i> <i>Glass Shelves</i> <i>Soap Dishes</i> <i>Bath Tub Seats</i> <i>Toilet Paper Holders</i> <i>Robe Hooks</i> <i>Thermometers</i> <i>Sprays</i> <i>Mirrors</i> <i>Bath Brushes</i> <i>Whisk Broom Holders</i> <i>Bath Brush Holders</i> <i>Combination Sponges and Soap Holders</i> <i>Bath Mats</i> <i>Shower Rings</i> <i>Comb and Brush Holders</i> <i>Bath Room Hampers, etc.</i></p>	<p><b>SPECIAL VALUES IN TOWEL BARS</b></p> <p>Wicker placed on brass.</p> <table style="width: 100%;"> <tr><td>12 inches long.....</td><td>50c</td></tr> <tr><td>21 inches long.....</td><td>80c</td></tr> <tr><td>34 inches long.....</td><td>90c</td></tr> <tr><td>50 inches long.....</td><td>95c</td></tr> <tr><td>56 inches long.....</td><td>95c</td></tr> </table> <p><b>OPAL GLASS TOWEL BARS.</b></p> <table style="width: 100%;"> <tr><td>12 inches long.....</td><td>60c</td></tr> <tr><td>21 inches long.....</td><td>80c</td></tr> <tr><td>34 inches long.....</td><td>\$1.00</td></tr> <tr><td>50 inches long.....</td><td>\$1.20</td></tr> <tr><td>56 inches long.....</td><td>\$1.20</td></tr> </table> <p><b>CRYSTAL GLASS TOWEL BARS.</b></p> <table style="width: 100%;"> <tr><td>12 inches long.....</td><td>70c</td></tr> <tr><td>21 inches long.....</td><td>90c</td></tr> <tr><td>34 inches long.....</td><td>\$1.10</td></tr> <tr><td>50 inches long.....</td><td>\$1.30</td></tr> <tr><td>56 inches long.....</td><td>\$1.30</td></tr> </table> <p><b>SPECIAL VALUE IN GLASS SHELF.</b></p> <p>12 inches wide, 24 inches long with metal plated rim (brass) handles. Special at \$1.50.</p>	12 inches long.....	50c	21 inches long.....	80c	34 inches long.....	90c	50 inches long.....	95c	56 inches long.....	95c	12 inches long.....	60c	21 inches long.....	80c	34 inches long.....	\$1.00	50 inches long.....	\$1.20	56 inches long.....	\$1.20	12 inches long.....	70c	21 inches long.....	90c	34 inches long.....	\$1.10	50 inches long.....	\$1.30	56 inches long.....	\$1.30
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34 inches long.....	\$1.10																														
50 inches long.....	\$1.30																														
56 inches long.....	\$1.30																														

**Lansing Hardware Co.**  
142-144 Washington Ave.

FIG. 69.

### EFFECT OF THE SINGLE-ARTICLE AD

To illustrate the actual working of this advertising plan suppose you glance over Fig. 69, which is a group ad featuring bathroom essentials. First, let us consider the effect of this ad as opposed to the single-article ad. Supposing simply one or two bathroom fittings were listed. Such an ad would be passed absolutely by those who possessed the two articles advertised. Those who lacked the articles or one of them, would have their attention centered on a prospective purchase of relative unimportance. Further, the appeal would not be broad and not apt to impress one strongly unless a special device were featured. Of course such an ad will sell goods, for if it

didn't the whole principle of selling goods would go right to smash. But the point that should be kept before you is that the *ad* itself by reason of its

limited appeal will sell only the article featured. Whatever else the salesman or store itself may suggest and sell cannot be credited directly to the ad.

So the two-article ad in this case would represent considerable lost motion—it would fall short of utilizing the space occupied to its fullest productive extent.

#### EFFECT OF THE GROUP AD

Now consider the group ad. Read the opening talk of Fig. 69;<sup>1</sup> note the exhaustive listing and the special price offerings. Here are three elements nicely utilized. The opening talk suggests immediately not a single article, but the improvement of the bathroom as a whole. This appeal is broad enough to interest everyone. The natural thing to do is to run over the list, making mental notes of what is lacking in our bathroom. Then the shortcomings of the average bathroom begin to force themselves upon the notice of the reader. How many bathrooms, for instance, have a hamper, a whisk-broom holder, a thermometer or glass shelves. Yet all these articles once installed would become indispensable, and the way to bring people to a realization of similar needs and shortcomings lies in the publication of such comprehensive ads as this one—or in other words by group advertising.

Moreover, it does not require a mathematical genius to figure out that \$10 can be spent in the bathroom on just such little conveniences before one realizes the fact. Such an expenditure multiplied by a large number of susceptible newspaper readers means substantial profit for the dealer as well as satisfaction for the purchaser.

#### APPLICABLE TO MANY HARDWARE LINES

Group ads may be easily made up for many other lines of hardware. Safety razors and accessories, garden equipment, kitchen helps, paints, varnishes and brushes all would make ideal material for group ads.

## CHAPTER XXIX

# Holiday Advertising

**T**HE holiday season is the harvest time of the retail trade, and every hardware merchant should see that his holiday advertising carries the Christmas spirit. The buying of Christmas gifts is largely a matter of pertinent suggestion. This quality should be injected into every newspaper ad and all printed matter published to attract Christmas shoppers.

The hardware store offers a wide range of gift selection, and furthermore, the dealer's advertising will be supplemented by the manufacturer's Christ-

**CHRISTMAS NUMBER  
HARDWARE NEWS**

PUBLISHED IN THE INTEREST OF HARDWARE, STOVES, KITCHEN FURNISHINGS, ETC. THIS NUMBER IS OF SPECIAL INTEREST TO BOYS AND GIRLS AND EVERY PERSON INTERESTED IN THE JOYS OF THE MERRY CHRISTMAS SEASON. WE INVITE YOU TO MAKE OUR STORE YOUR HEADQUARTERS.

Vol. 3      December 1, 1909.      No. 5.

EXPRESS WAGONS	SLEDS
 <p>Strong and well made. Neatly painted. All steel 25c 75c \$1.00 \$1.50 \$2.00 Wood, highly painted . . . . . 25c 50c Cuts, steel and wood . . . . . 10c 20c</p>	 <p>Steel, high back . . . . . 40c to \$1.50 Steel, low back . . . . . \$1.00 to \$1.75 Flexible Flyers . . . . . \$1.75 Bob sleds, steel . . . . . \$2.50 \$3.00</p>
WHEEL BARROWS	CLUB SKATES
 <p>Steel, nicely painted, two styles . . . 50c Wood, painted bright red . . . . . 15c 25c</p>	 <p>Standard level clasp, curved runners, good edges. Sizes 9 to 12 inches . . . . . 60c</p>
AUTOMOBILES	IMPROVED SLED SKATES
 <p>Improved model, extra steering gear, steel body, copper lacquer, painted bright red and ornamented. A strong machine. Special Price . . . \$4.48</p> <p style="font-size: x-small;">This booklet is full of suggestions. It is our aim to help you to make your selections.</p>	 <p>Life—All sizes adjustable, does not tear off the shoe sole. Steel runners. . . . . \$1.00</p>
<p><b>RIFLES AND AIR GUNS</b> THE STEVENS RIFLES THE STANDARD OF AMERICA We described these popular rifles in a previous issue. Prices reduced. \$3.00 \$2.75 \$2.50</p>  <p>Air Gun 50c    The Daisy 1.00 1.50 Small Air Gun . . . . . 5c 10c 25c</p>	

Fig. 70.

**Just 18 Short Shopping  
Days—Then Christmas**

**Practical Gifts in  
Nickel-Plated Goods.**

 <p><b>CASSEROLES—</b> Gourmet Assorted and heavy pots with nickel plated brass frames. Both steel and plated material. \$1.50 to \$5.75.</p> <p><b>GRINDING TRAYS—</b> Round and oblong shapes. In natural copper and nickel silver, different sizes. \$1.25 to \$1.</p> <p><b>CRAFTING KNIVES—</b> Latest patterns in electric and alcohol chafing dishes. Shaded in natural copper and "spiral silver." Single chafers \$1.50 to \$12.50. Chafing dish sets including tray, fork, spoon, wire stand, and bag, up to \$22.50.</p>	 <p><b>COFFEE MACHINES—</b> New patterns in alcohol and electric coffee percolators. Shaded in natural copper and nickel silver, different styles and sizes. \$6 to \$11.50.</p> <p><b>EXTENSION TRIVERS—</b> For the dining table, to hold the hot sweet plaster. Heavy plated copper, natural finish or nickel-plated, each \$2.25.</p> <p><b>STEAK PLANKS—</b> Heavy white oak, oval shaped, with nickel-plated frame. Makes possible the old English turkey of plucked duck and pig, etc. \$4.50 and \$6.50.</p>
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**THE HAYNES CO.**

FIG. 71.

mas publicity. The newspaper ads should be so written as to draw the reader into the store, where appropriate counter displays, show cards and capable salesmen will complete the work of the ad. The leading articles carried in stock and likely to be selected as gifts should be mentioned in each ad.

FIG. 70. The Christmas make-up of a store paper. Note the profusion of illustrations and prices.

Fig. 71. The headline of this ad is to spur to action. The articles listed make very desirable gifts and are well presented in the copy.

### MAXIMUM NEWSPAPER EFFICIENCY

Larger space should be used. The hardware man should not forget that this is the one time of the year when newspaper advertising reaches the maximum of efficiency. Everybody is hunting through the newspapers and magazines for the solution of the Christmas-gift problem, and carefully planned, suggestive retail newspaper advertising at this time will surely mean a big harvest for the hardware dealer.

### LATE ADVERTISING FALLS SHORT OF THE MARK

Three or four days before Christmas retail ads are seen with various exhortative headlines. This urging would be more productive of results if started earlier, say after the first week in December. Observance of human

**The Choosing of Useful, Acceptable Gifts Will be Found  
Easy In Our Large Stock of Goods. Make Your Selections Now**

 <p><b>Chafing Dishes</b> The sorts we have to offer are quite different from the ordinary. Many styles to choose from, some plain, others fancy. <b>\$4.50 to \$15.00</b> Trays from \$1.25 to \$2.00 Forks and Spoons at 75c up</p>	<p><b>GIFTS in COMMUNITY SILVER</b> have the "style" and appearance of the best Sterling. Let us show you the new Flower-de-Luce pattern in this ware. It has a dignity and a lasting beauty in marked contrast to the over-ornamentation of other plated ware. More than triple plated — will last a lifetime. Salad Forks (serving and individual) Cream and Gravy Ladles, Bouillon Spoons, Cold Meat Forks, Berry Spoons, Knives and Forks.</p>	<p><b>Serving Dishes</b> Make handbuds and gratified gifts. We have various styles at <b>\$1.75 to \$4.00</b> <b>Crumb Trays</b> In plain and beautiful Copper and Brass patterns at <b>50c up to \$2.50</b></p> 
<p><b>Copper Nickel Plated</b> Coffee Pots at.....75c to \$2.00 Tea Pots at.....75c to \$2.00 Tea Kettles at.....\$1.00 to \$2.50 Coke Trays at.....\$1.00 to \$2.50 Serving Trays at.....\$1.25 to \$2.00</p> 	<p><b>Reed Roasters.</b> Are the best in the market, having to square corners they are usually closed as a piece of china <b>\$1.75, \$2.00, \$2.25</b> Others from 75c up</p> 	<p><b>Asbestos Sad Irons</b> Make ironing much easier. There is an iron suited for every purpose. Asbestos irons make most acceptable gifts for any woman. Tourist Irons.....25c Sleeve Irons.....50c Fluence Irons.....75c Laundry Sets.....\$1.75</p> 
<p><b>PERCOLATORS</b> Have become more necessary than the Old Coffee Pot. You have not tasted good coffee until you have tried Percolator Coffee. We are showing a large assortment in Aluminum and Copper at <b>\$2.00 up to \$4.50</b></p> 	<p><b>Skates</b> Sleds Razors Knives Shears</p> <p><b>Nut Picks</b> Air Rifle Child's Sets Scissors Carvers</p>	<p><b>GIVE HER a Set of Scissors. We have them up to \$3.50.</b></p>
<p><b>GIVE HIM a Shaving Brush. It will please him. 25c to \$2.00.</b></p>	<p><b>A. E. PINNEY &amp; SON GOOD HARDWARE</b></p>	

Fig. 72. A well-arranged Christmas ad suggesting useful and high-grade household gifts. The cuts balance nicely.

nature shows that very late Christmas advertising falls short of the mark. The person who puts off until the last minute the buying of Christmas gifts is generally in such a chaotic state of mind that advertising makes but a faint impression upon him. His eleventh-hour method, generally speaking, is to rush indiscriminately among the stores in hopes of finding something to his idea. He is too worried to sit down and calmly peruse an ad. If, however, he had been urged a week or ten days before Christmas to make his

selections, the ad would leave a stronger impression upon him. He would take time to visit the store and look over the articles offered. Some very strong copy can be written around this point, and the earlier it appears the more business it is going to bring to the advertiser.

## Useful Things for Christmas

Don't Pass By the Hardware Store When on Your Shopping Trip.  
Come in and Look Over Our Stock. We Can Give You Ideas.

**CUT GLASS CREDITS FREE WITH ALL CASH PURCHASES**

<b>Copper Nickled Tea Pots</b> In sixty glass, shapes and prices.	<b>Elyria Knife Sharpeners</b> With Rollers... .25c	<b>Manicure Sets</b> 3-piece Pearl handle... \$1.25 3-piece Bone handle... .60c Single Files... 10c up	<b>Trays</b> Japanese... 20c to 35c Nickled... .25 to 35	<b>Aluminum Tea Kettles</b> .50 up Fine Stock of all kinds of utensils.
<b>Crumb Trays</b> New odd shapes. ... .25c up	<b>Angle Lamps</b> Burn Oil... \$2.25 up	<b>Carving Sets</b> 2-piece Warranted set, in box... \$3.15 Others... \$1.50 to 35	<b>Wringers</b> Warranted Ball Bear Ing... \$4.00 Others... \$1.50 to 35	<b>Food Choppers</b> Universal No. 1 \$1.50 Others... .75c up
<b>Percolators</b> 7 cup aluminum \$4 Others... \$2.25 up	<b>Gas Table Lamps</b> Special with Fringe ... \$6.00 Others... \$11 down	<b>Poultry Shears</b> Cut meat or bone.	<b>Silver Polish</b> Electro Shine... .25c Others... .10c up	<b>Call Bells</b> Tap... .25c Hand... .15c up
<b>Sad Irons</b> Asbestos, pot... \$1.75 Mrs. Potts, pot \$1.60 Gas Irons, each \$2.50	<b>Lindsay Lights</b> Inverted, best... \$1.50 Others... .25c up	<b>Kitchen Scale</b> Weighs 255 lbs by ounces, each... \$1	<b>Savory Roasters</b> Oval or round, six styles... \$1.50 up	<b>Sewing Machines</b> Standard Rotary \$40 Others to... \$12
<b>Chafing Dishes</b> Nickled... \$4.50 up Brass... \$6.00 up	<b>Bread Mixers</b> Universal... \$8.00 Household... .75c Chauteauque... \$2.00	<b>Thermometers</b> Special tested... .50c Others... .15c up	<b>Bird Cages</b> Brass... \$1.50 up Painted... \$1.25 down	<b>Victor Talking Machines</b> Victrolas \$200 down Victors... \$1 up
<b>Clothes Hampers</b> Round... \$2.00 Square... \$3.00	<b>Shears</b> 3 1/2 in. gold plated, \$1 others down to .25c	<b>Nut Pick Sets</b> Silver Plated... .75c Others... 25c to 35	<b>Fireless Cookers</b> Jewel... \$5 to \$15 Others... .50	<b>Baking Dishes</b> Nickled... \$2.00 up Crockery... 45c up
<b>Cut Glass</b> 3 in. Bowl... \$6.50 100 pieces \$1 to \$20	<b>Scissors</b> In sets and singly, down to... .10c	<b>Corn Poppers</b> 10c to 35c	<b>Vacuum Cleaners</b> Hoover Electric \$125 Hand... \$15 and \$20	<b>Casseroles</b> Nickled... \$1 Crockery... 60c up
				<b>Hand Bags</b> Special Leather Lined... \$3.50 Others to... .50c

421 Broad  
Street

**HUBERT DAY & SONS** ELYRIA, OHIO.

FIG. 73.

Fig. 73. A unique setting for a Christmas ad. Note the diversity of articles listed. Some of these articles are hardly appropriate for Christmas gifts, however, and in this regard the ad is weak.

### SPECIAL CHRISTMAS LITERATURE

In the matter of special Christmas literature, it would be an excellent idea to get out a Christmas folder suggesting gifts for every member of the

family, for example, a revolver for the man of the house, a chafing dish for the housewife, skates for the children, etc. A folder of this nature sent out early in December would prove a business getter.

Some Christmas show-cards suggesting certain gifts should be placed prominently in the windows. A little systematic effort along these lines will sell a large quantity of goods at this time of the year, for gifts must be purchased and the store on hand with the most pertinent suggestions is the one that will attract the most Yuletide trade.

A Great Assortment of Alarm Clocks at \$1.25 to \$2.50

## Nommensen's

### Hardware

See Our Line of Aluminum Novelties

## Useful Gifts For All the Family

**COMMUNITY SILVER**



The Attractiveness of Our Store is increased by our display of Community Silver. Admired by all who see it, it would be still more admired on your table. Visit our next pattern on the market. Lasts a lifetime.

You will find Our Store filled with goods that are most excellent Christmas Gifts. Practical goods that are useful and sure to please the recipient.

**Silverware**

Our line of silverware is worthy of special mention. Spoons, ladles, knives and forks of all kinds in the latest patterns.

**Scissor Sets**

Guaranteed shears and scissors in fancy cases and holly boxes at 50c to \$4.25

**Safety Razors**

A gift any man would appreciate. Our stock includes Keen Kutter, Auto-Strop and Gillette razors. Guaranteed to give satisfaction.

Prices \$1 to \$7.50

**Carving Sets**

An ideal gift that will long be remembered. Three-piece sets in most cases at \$2.50 to \$8.00



Klipper Klub skates furnish all kinds of sport these days. We have all sizes from 85c to \$1.50

Flexible Flyer and steel hand sleds at \$1.00 to \$5.50

We take pleasure in showing a complete line of Everkeen pocketknives in Pearl ebony and stag handles. In holly boxes at 25c to \$2



**Suggestions**

Nickle-Plated Ware  
Enamelled Ware  
Roasters  
Food Choppers  
Butcher Knives  
Carrage Heaters  
Watches  
Rifles, Thermometers,  
Thermos, Bottles,  
Harmonicas Shot Guns

Guaranteed Razors at \$1.25 to \$2.50



Strops, Mugs Brushes etc.

**ASBESTOS SADDLE IRONS**



60c to \$3.50

A splendid gift for wife or mother. Small size for the little girls at 25c.

FIG. 74.

Fig. 74. A strong, well-balanced display. The heading is particularly appealing. The "suggestion" panel gives the ad a longer reach, so to speak, by calling to mind articles not listed and described.

#### HINTS FOR AFTER-CHRISTMAS CLEARANCE SALES

How often have we heard our friends say: "Well, I think I will wait until after the holidays. Things take a drop then and I can buy that cheaper."

This and similar expressions which are heard throughout the country immediately following Christmas reflects a belief and state of mind on the part of the purchaser that is just as sure to be as is Christmas itself.

Without going into the psychology of this state of mind, but simply admitting it to be so, the thing to determine is how best to present the after-Christmas sale.

The chief essential of such a sale is timeliness. Inaugurate the sale as soon after the holidays as possible. The force of the announcement is strongest then. While, as stated previously, the public expect such a sale, be careful to advance a plausible reason for the price reductions. Of course, the main reason will be to clean up the Christmas goods, but this simple statement may be amplified in a great many ways so as to lend more interest to the sale announcement. For instance, if you can place on sale a large number of articles, you can state the large stock to be moved will necessitate more than ordinary price reductions.

#### **SUGGESTIONS FOR THE LAYOUT**

The physical make-up of the after-Christmas sale ads should border on the sensational. Such effect may be secured by the use of flaring display heads, prominent sub-displays which list the articles on sale and the use of more than the ordinary amount of newspaper space. To make these sale ads do double duty it would be well to include in them an invitation to look over new goods for the spring and late winter.

#### **PRESTIGE A CONSIDERATION**

It pays to run a strong after-Christmas sale ad even if you have but a limited offering. Even if you don't make much profit, you will add to your local prestige—people will come to look upon your store as a progressive institution, alive to the demands of the times.



## CHAPTER XXX

# Mail-Order Principles and Methods

**A** MAIL-ORDER house or a catalog house is a business firm whose sales are closed by mail over an unlimited territory. This does not mean that the actual goods are sent by mail, but that every customer *sends in his order by mail*.

This is the fact that should be foremost in the mind of the hardware dealer who is making a fight against mail-order competition. That a person should buy of a mail-order house rather than of his local dealer indicates but one thing, and that is the mail-order has made a stronger bid for his business, for everything should balance in favor of the man on the spot—the hardware dealer himself.

### AN ERRONEOUS DECISION

When a hardware man decides that lower prices are entirely responsible for mail-order success, he is underestimating the business equipment of the mail-order house and doing himself a grave injustice. For let it be known here that the mail-order house relies mainly on a great many other basic principles of appeal aside from the price lure.

Really, if the dealer but realized it, the price argument of the mail-order house can be met in such a manner as to strip it of its glamour. Just how this may be accomplished is outlined in the second division of this section.

### ANALYSIS OF MAIL-ORDER APPEAL

A careful analysis of mail-order methods discloses the fact that every up-to-date advertising and selling appeal is made use of.

The first move of the catalog house is to advertise extensively with the ultimate view of getting inquiries for its catalog. This advertising is prepared in a thorough manner, and it is small wonder that it does its work.

The next step in its bid for business is the sending of the large catalog. In the make-up of this catalog, there is apparent a definite working plan. The catalog is exhaustively indexed and divided up in sections. Prefacing each section are talks that would win business for the hardware dealer just as it does for his competitor. In other words, the mail-order house does by those

talks and its other methods exactly what the hardware man could do if he would but apply them to his own business.

These general talks in the catalog correspond to the store talk which any merchant can use. Their aim is to create confidence and to impress the buyer with the superiority of the goods he is asked to purchase. Some hardware men who have not studied the mail-order catalog might be greatly surprised to know that the catalog-house harps on quality much more than price.

Following these general talks are the actual descriptions themselves. And these complete and forceful descriptions sell goods more often than the price does. Every superior point is brought out, every detail of make-up touched upon, every use for each individual article suggested. The reader gets a complete mental picture—nothing is left to his imagination, and what cannot be told in the text is conveyed by the illustration. Thus we have the mail-order catalog made up in reality of many different, complete ads, any of which published separately would bring business. If price alone would do the trick, why these careful individual presentations, prefaced by general introductions?

#### **COMPLETE LISTING ESSENTIAL**

Another reason for the potency of the mail-order catalog is the variety of goods listed. In so far as hardware is concerned, the mail-order catalog does not list so many more articles, and in some cases not as many, than are found in the modern hardware store, but every article of hardware carried *is listed*, which is not true of the advertising of all hardware dealers.

People like variety for the suggestions it gives them, and no one better realizes it than the selling genius of the catalog house.

#### **THOROUGHNESS OF MAIL-ORDER FOLLOW-UP**

Further, no business house follows up a customer more thoroughly than the mail-order house. Let it not be supposed that the mail-order people believe that one sale makes a customer and the catalog does the rest. The catalog might grow dusty on the shelf if it were not constantly brought to attention through a carefully devised follow-up system. When it's time to buy implements, the mail-order house sends out a timely bulletin; when summer goods are in demand along comes a supplement of summer equipment taken from the catalog; the mail-order buyer is reminded from time to time by bulletins, supplements, circulars, announcements and form letters. In other words, the mail-order house neglects no opportunity to impress its importance on the minds of its customers. It works on the belief that "to have and to hold" are distinct and separate propositions. And it would not go to the expense and

**effort such** a stand entails were its prices so overwhelmingly lower than **those of its** competitors.

#### LOW PRICES NOT THE CHIEF APPEAL

**From** this outline of the mail-order methods, it can be clearly seen that **the catalog-house** does not rely implicitly upon low prices to make sales. Of course, it plays up price, but hardly to a greater extent than many retailers do. **In fact, as** will be shown presently, its prices when transportation is added are a great deal higher than is generally supposed. But by utilizing department-store methods of price listing, the impression to the contrary is given.

**With** the foregoing analysis of mail-order appeal in mind, the reader will more **keenly** appreciate the methods outlined in Chapter XXXI for beating the catalog-house at its own game.

## CHAPTER XXXI

### How to Meet Mail-Order Competition

**T**HERE originated somewhere at some time that pearl of wisdom entitled, "Every knock is a boost." As would be said in baseball parlance, the "batting average" of this axiomatic statement is so high that it may be well accepted in its literal sense.

Some hardware men still believe the most effective way to fight mail-order competition is to use the most violent exhortations against the mail-order principle of selling. Such a method is positively futile. Instead of convincing the people that there is little economy in mail-order buying, the dealer simply weakens his case, for people begin to suspect there is method in his procedure and that he cannot compete with the catalog-house.

#### FIGHTING FIRE WITH FIRE

To meet mail-order competition, the dealer must make use of mail-order methods, and that is not so difficult a matter as it would at first seem.

In his anti-mail-order campaign the dealer should first open fire on mail-order prices. As we have stated, price is not the main appeal of the mail-order house, but every mail-order buyer imagines he is buying a little cheaper by mail than he could locally. And people will continue to believe this until the hardware dealer shows them the fallacy of such a belief. If you should examine carefully prices and terms in a mail-order catalog you would discover the following significant facts:

- (1) That the mail-order house features low-priced leaders as a lure, exactly after the fashion of the department store.
- (2) That the lowest figures in a mail-order catalogue are quoted on goods made in factories controlled by the mail-order house.
- (3) That these low-priced articles are general specialties and represent merely a fraction of the modern hardware stock.
- (4) That prices on staple goods when transportation is added are as high and sometimes higher than prices quoted by the average hardware store.
- (5) That low prices are featured at intervals throughout the mail-order catalog to give the impression of great saving, while in reality only a few of

such specially priced articles could be used by the mail-order buyer. But this general impression seems to blind the reader to the fact that the gross price of the bulk of mail-order goods is normal.

(6) That only in the case of the more costly articles can examination be made before purchase and that this examination at the freight office must be at best hurried and superficial.

(7) That money, time, trouble and delay are necessary to make good defective material, making it cheaper in the end for the mail-order buyer to have any needed repairing or changes made at home.

(8) That low prices are often made possible through combination shipments.

It is within the dealer's power to show the weakness of the mail-order method of pricing and to offer more advantages right at his own store. But unless he *does* it, the knowledge of how to do it will be of little value to him.

#### CUTTING PRICE ON "LEADERS"

The fact that the mail-order house features leaders gives it no advantage over the local dealer. The hardware man can do the same. Every so often in his newspaper ads or printed matter he should put a special price on one or more articles. The trade he would gain by so doing would offset the loss on individual sales.

#### A DEADLY PARALLEL

As to the fact outlined in paragraph (2) the dealer can point out by comparison that the slightly higher price on the goods he sells is offset by their better quality and reputation. He can clip a page from a mail-order catalog listing a mail-order factory-made vehicle or implement for instance, reproduce it in a circular, placing it and his own article and description side by side for comparison. In most cases the comparison would be in favor of the dealer, but if such a comparison is never made, how are people going to detect differences, especially farmers in outlying districts who often buy mail-order implements and vehicles without comparison.

Paragraph (3) can be turned against the enemy with telling force, as it will destroy the impression that all mail-order hardware articles are priced low. By inviting mail-order price comparison on hardware with his store catalog, the dealer will win over many confirmed mail-order buyers.

#### WHY TRANSPORTATION IS QUOTED SEPARATELY

Paragraph (4), if played up strongly, will show the mail-order buyer the folly of being attracted by the quoted prices in a mail-order catalog, which mean

nothing, as mail-order goods are rarely bought at quoted figures. It will show the mail-order buyer that he can pay more for an article of hardware at his local dealer's and still be buying cheaper, due to the elimination of transportation charges, than he would have to pay the catalog house. This is a vitally important point as many people fail to realize that in paying transportation charges they are paying so much for goods bought. Where a mail-order price does include transportation it is that much higher, and that is why mail-order prices and transportation are quoted separately. Examine any mail order catalog and see how often you find "postpaid" or "freight prepaid."

In sandwiching "bargain prices" in between regular prices as outlined in paragraph (5) the catalog house utilizes a valuable selling device. The hardware dealer can do the same thing in his catalog with as forceful an effect.

#### **CONFIRMING A DESCRIPTION**

Paragraph (6) outlines the great weakness of mail-order buying. Only certain goods may be seen before purchase and then the examination is usually made too quickly to be effective. Furthermore the mail-order buyer cannot try out the article and when he finds it doesn't exactly suit, return it or have it altered except at great expense, as he can in buying locally. And on the smaller goods he must go it blindly, relying on descriptions and illustrations which while excellently worded and shown are more or less overdrawn.

In the case of home trading, the buyer may be attracted by description, but he may have this description confirmed before he makes the actual purchase.

#### **SAVING TIME AND ENERGY**

In utilizing paragraph (7) the hardware man can conclusively illustrate the great advantage of home trading. He can show that his store stands back of every purchase and that in case of any needed alterations or repairs all that is necessary is a visit to the store, and not an interminable correspondence with a house a thousand miles away.

Every hardware dealer can feature combination purchases (paragraph 8) and a great many now make it a specialty. By selling certain articles on this basis, prices may be clipped to meet the mail-order combination offerings.

#### **DUPLICATING THE MAIL-ORDER AD**

The next mail-order method for consideration is the advertising which first attracts prospective mail-order customers. The hardware man may parallel the effect of this advertising in his newspaper work. Many dealers are now

featuring their store catalog in their ads. By this method the dealer can place his catalog where it will be working against the mail-order catalog.

The mail-order catalog method of presentation and description as described in Chapter XXX may be utilized by the hardware man in his store catalog. Chapter XXXI will furnish him with concrete suggestions in the preparation of his store catalog which is perhaps the most effective means of acquainting the public with the scope of his store.

### CORRECTING A FALSE IMPRESSION

Further, the store catalog will duplicate the *variety* appeal of the mail-order catalog. Often the chief reason for mail-order trading is because the mail-order buyer presupposed that in the local store he could not find the variety of listing offered by the catalog house. This impression is due, no doubt, to the fact that a hardware store rarely has on display its complete stock. But the store catalog would correct this false impression by the completeness of its listing.

### PERSONAL SERVICE

In the matter of service, the hardware dealer is far better equipped than the mail-order house. Personality is lacking in the mail-order trading and subsequent advice and service after purchase is bound to be more or less stereotyped and in any event slow and involving trouble and expense.

### RETAIL FOLLOW-UP MORE EFFECTIVE

The hardware dealer can follow up his customers fully if not more effectively than the mail-order house. He can issue his store catalog twice a year instead of the once-a-year mail-order catalog and between the dates of issuance he can fill in with his monthly store paper, circulars, folders and newspaper advertisements. In other words he can keep himself before local buyers practically every day in the month.

### THE HOME TRADING IDEA

A method of appeal that the hardware man can use with varying effect, dependent on local conditions is the home town boosting idea. By appealing to local pride, he can show that money spent in a locality ultimately improves

\*\*\*\*\*

### Are You a Danbury Booster Or Blighter ?

If you earn your living in Danbury  
If you are doing business in Danbury you  
should assist in Danbury's prosperity  
You can help make Danbury prosperous by  
being consistent in your action and your talk and  
your buying.

You can blight Danbury by knocking and by  
sending to Chicago or Buffalo or elsewhere for  
your supplies.

Danbury's merchants carry just as large  
stock just as good assortment as you want and  
at just as low prices as the mail order houses for  
just the same quality merchandise.

### Danbury's Greatest Store

is full of merchandise in its many departments  
Refrigerators, lawn mowers, garden hose, oil and  
gasoline stoves, hammocks and porch couches,  
cigars, paint, wood finishes, auto supplies,  
builders' hardware, ranges, tools, contractors  
supplies, chandeliers.

**The Five and Ten Cent Department**  
contains nearly a million articles. There's hardly  
a thing in hardware, farm supplies, garden seeds  
and tools, and kitchen utilities but what is to be  
found here.

ANDREW R. JONES.

**DANBURY HARDWARE CO.,**  
310-351 MAIN STREET.

\*\*\*\*\*

FIG. 75

that locality. Many strong ads can be written on this subject. Fig. 75 shows a strong newspaper ad appealing to local sentiment.

#### **MAKE USE OF MAIL-ORDER METHODS**

The purpose in giving this outline of mail-order methods and ways in which to utilize them is to impress upon the dealer that he must fight fire with fire. Each individual dealer will vary his methods to suit his particular requirements, but if the methods he uses parallel those of the mail-order house he is bound to more than hold his own against mail-order competition.



## CHAPTER XXXII

# Special Sales and Cut Prices

**T**HE lure of the bargain is strong. As long as human nature remains as it is, people will respond to the special-sale ad. The hardware man who realizes this takes his stand on middle ground when it comes to cutting prices. He neither agrees with the dealer who is eternally cutting prices on everything nor with the dealer who doesn't believe in cut prices and never runs a special-sale ad. He simply recognizes the power of special sales and cut prices used rightfully.

Fortunate indeed is the hardware man who uses cut prices as a means to an end and not for the sake of competition. For when cut price is the basis of competition, the sales foundation is weak and trade shifts over night.

### AVOIDING THE "WOLF" CRY

The successful hardware dealer is he who sells on a quality basis—quality of goods and quality of service. But this same dealer knows that occasional special sales and cut-price specials bring him new trade, please his regular customers and create a keener interest in his store. As before stated, he uses cut prices as a means to an end. The fact that such a dealer is doing business on a quality basis lends more force to his cut-price announcement, because people soon learn that a store cannot cut price indefinitely and maintain a high quality of goods and service. This is an absolute fact. Everyone flocks to the high-class store where a sale is on because they know the announcement is not a "wolf" cry—a bait to get business.

### MAKING PEOPLE WATCH YOUR ADVERTISING

No merchant can afford to ignore the special sale. It is perhaps the most effective single means of acquainting people with the values you have to offer in all departments. One of the desirable results of the occasional sale is that it keeps people on the "qui vive"—your ads will be noted more carefully and this means increased sales at regular prices.

In fact, the special sale is sort of a notice to the public that your store is a live one.

The form of the special sale varies greatly. There is the big seasonal sale affecting all departments run but a few times during the year, the periodical sale, the special time-limit sale on certain goods, the day price specials listing but a few articles, and a host of other sales held for one reason or another.

### STATE THE "REASON"

The keynote of any sale of any proportion is its name—the reason for its being.

People want to know why a sale is being inaugurated, and if they are not told, the sale ad loses a great deal of its force. Of course this would not apply to small weekly or day sales. The heading and opening talk should bring out the reason for the sale.

Another vital essential of the sale ad is thorough description. Many dealers think that a reduced price calls for a little description, but in this they are absolutely wrong. A sale article should be treated even at greater length than the regularly priced goods, for the average person is just a little doubtful about any cut-priced article and needs to be inspired with confidence by careful description.

The former selling price of a sale article should always be listed. A special price is always stronger when the regular price appears with it. Without the former price, the actual value of the article is left to the reader's imagination, which is not apt to be a satisfactory proceeding, as the reader generally gives himself the benefit of the doubt.

### COMMENTS ON SALE ADS SHOWN

Fig. 76. A very attractive day-sale ad. Such an ad must produce immediate results, for the time is limited. Note that the items offer numerous suggestions.

Fig. 77. A well-arranged and written weekly bargain-sale ad. The round-cornered panels give the ad such a symmetrical and inviting appearance that it is a pleasure

**Baltimore and Howard**

**little joe's**

**Bargain Saturday No. 394**

If we bought as others—by dozen, instead of by the gross and great gross—we would have to charge almost as much as they. Our large purchases enable us to quote prices as low as our luck. Investigation will prove the genuineness of the value we give to each article. "If little Joe says it, it's so."

Mr. Cushman's Special 27c	Mr. Sample's Special 19c
Mr. Cushman's Special 10c	Mr. Sample's Special 11c
Mr. Cushman's Special 39c	Mr. Sample's Special 29c
Mr. Cushman's Special 5c	Mr. Sample's Special 10c
Mr. Cushman's Special 69c	Mr. Sample's Special 89c
Mr. Cushman's Special 22c	Mr. Sample's Special 22c
Mr. Cushman's Special 47c	Mr. Sample's Special 17c
Mr. Cushman's Special 10c	Mr. Sample's Special 69c
Mr. Cushman's Special \$1.22	Mr. Sample's Special 79c
Mr. Cushman's Special 45c	Mr. Sample's Special 98c
Mr. Cushman's Special \$4.89	Mr. Sample's Special 49c
Mr. Cushman's Special 89c	Mr. Sample's Special 59c
Mr. Cushman's Special 65c	Mr. Sample's Special \$1.89
Mr. Cushman's Special 39c	Mr. Sample's Special \$1.39
Mr. Cushman's Special \$3.49	Mr. Sample's Special \$2.29
Mr. Cushman's Special 7c	Mr. Sample's Special \$1.19
Mr. Cushman's Special \$2.39	Mr. Sample's Special \$2.19
Mr. Cushman's Special \$9.98	Mr. Sample's Special 69c
Mr. Cushman's Special \$2.69	Mr. Sample's Special \$1.89
Mr. Cushman's Special \$1.09	Mr. Sample's Special 36c
Mr. Cushman's Special \$1.39	
Mr. Cushman's Special \$1.89	

Fig. 76.

# A Few of This Week's Bargains

We mention a few of the good things we are offering for this week. Everyone of them are of the usual high standard of quality—and right in season—and priced at a big reduction. Don't fail to take advantage of them.

3 1/2  
OPEN-  
END  
21c

This is the best and most useful kind of wrench you can get. It is made of the best steel and very strong. One end is open and the other is closed. It is the best wrench you can get for the money.

Order 30c up to \$1.00

10  
Stock  
Scissor  
85c, 75c

This is our well-known "Stock Scissor" which has such a splendid reputation. It is made of the best English steel with very long blades and strong joints. Hundreds of thousands of men have used it.

Are priced at  
65c and 75c

Bread  
Pan  
85c, 45c

Order 30c up to \$1.00

Are made for the purpose of baking bread. They are made of the best steel and are very strong. They are the best bread pans you can get for the money.

## Fine Cutlery

One of our greatest departments is the one in the way of Pocket Knives, Stamps, Scissors, etc. We have a large stock of all kinds of cutlery. We are the best in the business.

Order 30c up to \$1.00

## FREE!

Every Lady Visiting Our Store, Stamps and Sewing Machines on Hand. This Week will be presented with one of our celebrated "Book of Stamps" which contains hundreds of different stamps. It is the best of its kind.

## Knives and Forks 95c

Good throughout, both the 1927 and 1928. Usually sold for \$1.50 a set. We offer them for two days—Monday and Tuesday—only 95c.

Order 30c up to \$1.00

## Sad Irons

This is a new kind of sad iron. It is made of the best steel and is very strong. It is the best sad iron you can get for the money.

Order 30c up to \$1.00

## Lap Rovers and Bows

Are made for the purpose of roving and bowing. They are made of the best steel and are very strong. They are the best lap rovers and bows you can get for the money.

Order 30c up to \$1.00

## A Good Saddle for 35c

One of our greatest departments is the one in the way of Saddles. We have a large stock of all kinds of saddles. We are the best in the business.

Order 30c up to \$1.00

## Royal Roaster

One of our greatest departments is the one in the way of Royal Roasters. We have a large stock of all kinds of royal roasters. We are the best in the business.

Order 30c up to \$1.00

## Bread and Cake Boxes

Are made for the purpose of baking bread and cake. They are made of the best steel and are very strong. They are the best bread and cake boxes you can get for the money.

Order 30c up to \$1.00

## Cedar Buckets and Cans

Are made for the purpose of carrying water and other liquids. They are made of the best cedar and are very strong. They are the best cedar buckets and cans you can get for the money.

Order 30c up to \$1.00

## Our Superb Line of Stoves and Ranges

These must be seen to be fully appreciated. We therefore urge our friends to visit this big department on the second floor, and personally inspect our splendid display of Heating Stoves, Cooking Stoves and Ranges. We manufacture every one in our own foundry, and we guarantee every one. Special prices this week on the entire line.

# Gray & Dudley Hardware Company

Manufacturers, Jobbers and Retailers of Hardware, Stoves, Saddlery, Cutlery, Housefurnishings, Etc.

FIG. 77.

Fig. 78. A time-limit sale ad featuring but one article. The copy is exhaustive in its treatment and is a strong argument in favor of the use of aluminum dinner pails. Note the reason given for marking the pail at a special price.

Fig. 80. Here the sale is announced by

# SPECIAL OFFER

## On Aluminum Dinner Pails

Regular Price.....

**\$2.25**



**SPECIAL Price until Jan. 1.....**

**\$1.85**

To stimulate business on "WEAR-EVER" Aluminum Dinner Pails and to introduce them to the workmen of Gary, the manufacturers have made a concession for a limited time allowing us to make the special price of \$1.85. The best part about an aluminum dinner pail is that it never rusts nor wears out. Tin or enamel pails will be a short time give a metallic taste to the food. This is not only disagreeable but dangerous. Aluminum pails always remain pure and clean. Of course they cost a little more in the beginning, but are many times cheaper in the end. Thousands of workmen in other cities where these pails have been used for some time will have nothing else.

# People's Hardware Co.

EXCLUSIVE GARY AGENTS  
"Dovecote Paint Mfg."

608 Broadway Phone 100

FIG. 78.

circular. A seasonal sale announcement very wide in scope. The cuts have been carefully chosen and are well balanced. In several panels, pointed selling talk lends additional force to the price arguments. The manner in which the text has been divided by panel rules makes for easy reading.

## The Joy of the Real Bargain Will Be Yours at This Sale of Household Needfuls at our Peachtree Store

There be bargains and bargains. Some are bargains when you look at them on store counters, piled up in deceptive display and flanked by "catchy" price-cards. They are catchy. So is fly-paper.

Then there are bargains that are bargains after you take 'em home and look at 'em in clear light and quietness. They continue to be bargains as you use them day in and day out. They stand the service-test.

Then you think kindly of the store that made this sort of bargain possible to you.

This is the only kind of bargain we care to offer. We're not long on Special Sales. But when we do have one, you want to go to bed early the night before in order to get here in time for the sale.

Tomorrow, and for several days, we're going to have this kind of sale. There are things in this sale from all over our fine big store and you can bargainize stunningly on them.

So, as soon as you read this advertisement, make your plans to come tomorrow. The sooner, the quicker, you know. For your convenience, we append a list of the Sale Things. Check off the items that interest you and bring it with you tomorrow.

### From Cutlery Department

	Regular Price	Sale Price
8-Day Gold Clock.....	\$4.50	\$4.00
1-Day Silver Clock.....	3.50	1.75
Silver Chocolate Pots.....	4.50	2.50
Glass Tobacco Jars Silver Tops.....	2.50	1.50
Silver Shaving Mugs.....	3.50	1.75
Silver Sandwich Plates.....	5.00	2.50
Silver Candleabra, 6 light.....	4.50	2.50
Triplette Mirror.....	5.00	2.50
8-Day Enamelled Iron Colonial Mantel Clock.....	12.50	6.50
Candlesticks.....	75	.40
Glass Cracker Jar.....	1.00	.30
Toilet Bowls.....	75	.30
Umbrella Stand.....	12.50	5.50
Umbrella Stand.....	3.50	2.00

### From Enamel and Tinware Department

	Regular Price	Sale Price
Grey Enamel Jelly Cake Pans, shallow 14x and 20x.....	14c	10c
Blue and White Enamel Jelly Cake Pans, shallow.....	25c and 35c	20c
6-qt. Dairy Pans.....	75c	35c
White and White Black Pie Plates.....	5c	3c
Double Alcohol Stoves.....	\$5 and \$6. 50 & 94	25c
Nut Bowls.....	\$1.00 and \$1.25	50c
Wood Fiber Bowls and Pitchers.....	\$1.25	50c
White Pans.....	10c	5c
65 pieces China.....	10c to 25c	5c
Serving Trays, red and oak finish.....	25c-40c	10c
45 Bones Polish.....	10c	5c
Butter Crocks.....	10c-25c	5c
Nut Crocks.....	10c	5c
Tack Cans.....	10c	5c
Wire Rug Beaters.....	15c and 25c	5c & 10c
Lace Irons.....	25c	10c
Waring Irons.....	25c	10c
Hot Fat Lifters.....	25c	10c
Doughnut Cutters, plain and fancy shapes.....	10c and 15c	5c

### Builders Hardware

	Regular Price	Sale Price
Meat Juice Presses.....	50c	25c
Ten Scoops.....	15c	1c
Enamelled Ladles.....	15c and 25c	10c
Syllabub Churns, extra large.....	95c	50c
Aluminum Jelly Molds.....	\$1.50	75c
Van Deusen Cake Pans, round and square.....	25c	10c
Table Mats.....	\$1.00	50c
Snowflake Corn Poppers.....	25c	10c
Perfection Brass Cuspidors.....	\$1.00	50c
Brass Bird Cages.....	\$2.00	\$1.50
Purser Cages.....	\$1.50	75c
Pantry Boards.....	\$1.00	50c
72-qt. Mixing Buckets.....	\$1.50	75c
White Enamelled Preserving Kettles.....	10c-50c	5c
Grey Enamelled Frying Pans.....	50c	25c
White Enamel Dairy Pans.....	85c	50c
Hornia Broilers.....	50c	25c
Nickel Plated Spring Pot with tray.....	50c	25c
Wicker Knife and Fork Buckets.....	\$1.00	50c
Iron Measurers, pails and ball buckets.....	50c	25c
Wrought Iron Fire Sets.....	\$4.50	\$2.50
Wrought Iron Andirons.....	\$4.50	\$2.50

## King Hardware Company

### Peachtree Store

FIG. 79.

Fig. 81. Purely a cut-price ad. The store slogan suggests the perennial bargain. Attention is directed to the manner in which the store location is featured. Note that the regular price is quoted and instead of a sale price, it is "Peck's Price."

Fig. 82. A clearance-sale ad with some novel features. Note what is said about the chance drawing and the reason why such a drawing was not held.

THE STORE THAT MAKES THE PRICE *Hoekstra's* *Everything for Everybody* *at a Large %* ON ALL THE GOODS OF QUALITY

# AT HOEKSTRA'S Special August Sales AT HOEKSTRA'S

## Gas Chandeliers



The GAS FIXTURE Part of our Business has so met with the approval of the Buying Public that we have again added new, up-to-date items to the Line, which Makes it of Double Interest to those who intend Buying.

## Handsome Durable Fixtures

AT A LOW PRICE

Those who have bought here are well satisfied that they have saved fully 50 Per Cent. ...We List But a Few Here...

- Oxidized Steel Single Light ..... 50c
- Solid Brass Single Light ..... 80c
- Fancy Double Light Fixture ..... \$1.50
- An Extra Fine Two Lt. Fixture ..... \$2.50
- Three Light Fixture ..... \$3.25
- Block inverted Light Complete ..... 69c
- Phoenix Inverted Lt. Complete ..... \$1.00



No better than the Phoenix at any price. Upright or Inverted Models 10c, 15c All Mantels look alike. Try one ours and make the Test for Light and Durability

## Special for Saturday



Full Size TABLE TUMBLERS Good Quality Saturday only per set of Six **11c**

## 3,000 Special Tablets

Value from 5c to 20c While They Last **2 for 5c**

## Bird Cages

In Brass and Enamelled Bows ..... \$1.30 to \$3.15 Enamelled 85c to \$2.00 Cage Cups or Bait Dishes ..... 5c Fish globes 15c 25c Fish Food ..... 10c

## SAD IRON SPECIAL



Complete set of Mrs. Pitt's Sad Irons Nicely Nickled, three irons, handle and stand \$1.00 value Saturday only, Set ..... **79c**

## Easy Running Washers

A Washer that a Child Can Run We Know What Our "ONE MINUTE" WASHERS Will Do, and we are Willing To Place One in Your Own Home With Out A Cent Of Cost

You can give them any test you like, if satisfactory or not, there will be no charge whatever. Give us your Order for the Trial Today

## IN THE HOSIERY SECTION

Goods that have given perfect satisfaction. The tested and tried Line. Trying a pair means that this will be your Hosiery Store in the future. We strive to give same quality for less money, more quality for same money.

- Children's Hosiery 10c quality ..... 15c
- Children's Extra heavy and strong ..... 25c
- Children's and men's 10c Ladies lace black Hosiery or white ft 2 for 25c Ladies' ribbed top hose ..... 15c
- Men's black or tan hose ..... 10c, 3 for 25c Men's fine double sole hose ..... 2 pairs 25c Men's Fancy hose 15c

## Specials for Saturday

Foot Bath Tub Neatly Painted Regular size Saturday only **10c**

## Special Saturday only

HOUSE AMMONIA ONLY 5c WE REDEEM WOLVERINE TEA CO. Premium Tickets For anything in the Store. They are the same as Cash. We take them as all or part of any Purchase.

## GRANITEWARE SPECIALS

Right in the Canning Season

## High Grade Fully Guaranteed

- 8 Qt. Preserving Kettles ..... 31c
- 10 Qt. Preserving Kettles ..... 35c
- 12 Qt. Preserving Kettles ..... 42c
- 10 Qt. Deep Dish Pans ..... 36c
- 14 Qt. Deep Dish Pans ..... 45c

The Above for Saturday Only

- Tea Kettles ..... 73c to 89c
- Coffee or Tea Pots with Granite Covers ..... 39c to 50c
- Deep Baiters ..... 13, 15, 17, 20c
- Oblong Pans ..... 30, 35, 39c
- Roasters Good Size ..... 40c
- Gem Pans 8 Size ..... 25c
- Large Dippers ..... 15c
- Quart Measures ..... 25c
- 3 Qt. Pails Granite Covers ..... 30c
- Angel Food Pans ..... 17c to 20c
- 8 Qt. Cor'd Kettles Granite Covers ..... 60c
- Dinner Buckets ..... 90c
- Large Chamber Pails ..... 85c
- Fruit Jar Fillers ..... 10c

## Also a Special Line of GRAY GRANITE

In Sink Pans, Kettles, Covers, Dippers, Cups, Spoons, Baiters, Bread Pans, etc., etc. Your Choice ..... **10c**

## Necessaries for Shoe Repairing

This line has become a large part of our business by giving honest quality at a low price. Buying in quantities we are able to save you money. Complete Repair Outfit ..... 50c



Portable Ovens for Gas, Gasoline or Oil Stoves in two sizes Polished Steel, Full Trained Linen Perfection Circulation of Heat Single Burner ..... \$1.95 Double Burner ..... \$2.35 Gas Door Oven ..... \$3.00

## TOOLS TOOLS

At Prices That Will Enable You to Have a Complete Set You Find Here the Different Qualities to meet the Different Purposes, but all at the RIGHT PRICE We Give Here by a Small List

- Guaranteed screw drivers ..... 10c to 35c
- Snips ..... 25c to \$1.00
- Sand Paper doz. 10c
- Hack Saw com. 25c
- Fine line of guaranteed Pocket Knives, 50c
- Yankee cut drill \$1.25
- Yankee screw driver ..... \$1.25
- Pocket Levels ..... 10c
- Level Squares ..... 25c
- Draw knife like cut 30c
- Guarant. hammer 50c
- Compass Set ..... 10c to 50c
- Steel Squares, full size ..... 85c to \$1.50
- Ratchet Braces 60c
- Mitre Boxes \$2.50
- Back Saws 65c to \$1.25
- in bevel ed chisel 35c
- Coping Saws with extra blades 20c to \$1.00
- Trowels, 15c to \$1.15 (Brick or Plastering)
- Bench Screws ..... 50c
- Plumb and Level ..... 50c to \$1.25
- Try Squares 10c to 50c
- Full brass bid rule 25c
- 4-ft rule ..... 25c
- Thick bit Plane, very best \$1.65 to \$2.85

## Fruit Jars and Canning Supplies

- Mason Jars, Porcelain Tops, Pint ..... 50c, Quarts ..... 55c
- Two Quarts ..... 75c
- New Glass Top Jars Pint ..... 80c
- Quarts 90c
- Heavy Tin Can: Quarts 39c
- Jail Caps, Tin Tops Doz 20c
- Porcelain Tops Doz 20c
- Enamelled Tops ..... 15c
- New Paper Was Tops ..... 10c
- Paraffine Was Cakes ..... 10c
- Red Sealing Wax Lb. ..... 10c
- Jar Rubbers Doz. 5 to 10c
- Granite Jar Fillers ..... 10c
- Granite Ladles ..... 10c

## Summer Stoves

- New Perfection Blue Flame Stoves, Standard Oil Co. Make, Bar For the Best Stove Made. Note Our Low Price.
- Two Burner Size ..... \$7.25
- Three Burner Size ..... \$9.00
- Full Cabinet Range Only ..... \$14.00
- Lamp Stoves 50c, \$1.00

Don't Fail to Read Every Item On This Sheet. It Tells Where to Save Dollars

## Brighten up the Lawn. Save the Garden

50 ft guaranteed lawn hose Complete With Nozzle and Oils ..... \$5.95
- Hose Reel With Painted Galvanized Steel Drum, 100 ft ..... \$1.00
- Brass Ring Sprayer, 75 ft ..... \$1.00
- Other Sprayers 1.5, 2.5c
- Hose Coupling Clamps, Washers, etc. etc.
- Tin and Galvanized Sprinklers All Sizes Start at 10c

## Bicycle Supplies

A Quality Line at a Low Price. Hendersons Tires Pair \$1.75, Each ..... \$2.50

## Our Special Prices on Window Shades

Heavy Mulin 8 ft. 25c Fine Mulin Shade, Oil Coated None Fading Only 30c. 50c Value Extra Wide Shades. 90c to \$1.35

## Household Necessaries

- Spice Cabinets 25, 50c
- Folding Ironing Board \$1.00 to \$2.25
- Clothes Bars ..... 85c
- Clothes Box 4 Draw 50c
- Wash Boards 25, 40c
- Clothes Lines 10, 15, 25c
- Wire Linen 25 to 35c
- Door Mats ..... 30c
- Willow Clothes Cakes 72c and 79c
- Step Ladders \$1.00 to \$1.20
- Galvanized Tube 63c to 85c
- Wool Dusters ..... 10c
- Towel Rollers ..... 10c
- Map Wringers ..... \$1.50
- Bell Bearing Bench Wiper Guaranteed 3 years only \$6.00

## Toy Wagons, Doll Go-Carts

That are Built for use as well as pleasure. Full Folding Doll Go-Carts Nicely Finished \$1.00 Others With Rubber Tires and Wood \$1.25 to \$1.35

## Specials in Fishing Tackle

We only list a few here but such prices as we have on this line will surprise you. All 5-Hook Wood Minnows in all Colors Special 39c

## Paints for Every Purpose

- Special Good for Special Uses High Grade House Paints Gal \$1.35, 1-2 Gal. 70c, Qu 40c
- Floor Paints Qt ..... 60c
- Sapolita Varnish, Stains and Enamels in cans 25, 40, 75c
- Best Floor Varnish, Gal \$2.50, 1-2 Gal \$1.35
- Best Interior Varnish Gal. \$2.00, 1-2 Gal. \$1.10
- Sapolita Gold Enamel 15, 25, 40c
- Liquid Veneer 25 to 50c
- Buggy Paint 40 to 75c

IN BUSINESS FOR OVER THIRTY YEARS WHICH MEANS HONEST GOODS, HONEST DEALING, HONEST PRICES, HONEST ADVERTISING

HOEKSTRA'S Everything for Everybody



**PECK**  
HARDWARE CO.  
Weybosset St.  
Corner Hay

## Buy at Peck's

AND SAVE  
THE DIFFERENCE



### Garden Tools

Get ready early. Buy seeds now while assortments are complete. Watch our ads for Weekly Bargains.

#### Spading Forks

A fine malleable iron 21" handle, 10" fork, regular 30" Peck's Price

**49c**

#### Garden Hoos

Regular 32" value, PECK'S PRICE for one week only

**19c**

#### PRUNING SHEARS

Robust steel blades, 12" handle, regular 30" Peck's Price

**19c**

#### GARDEN RAKES

Long handle, malleable iron, 20" head, regular 25" PECK'S PRICE for one week only

**21c**

#### Flower and Garden Seeds

Of all kinds—all varieties from Royal King Co. Warranted best quality obtainable

**5c**

#### Garden Wheelbarrows

Full size hard wood throughout. Natural finish, strong, durable, economical, regularly \$21 for 30" PECK'S PRICE for one week only

**2.98**

### BOAT HARDWARE

Every thing you need to get your boat up commission at the usual Peck Price Savings.

#### Special for Saturday!

1000 PAIRS OF  
**OPEN OARLOCKS**  
REGULARLY 25c A PAIR  
PECK'S PRICE—  
Saturday only  
a pair

**7c**

#### Marine Paints and Varnishes

In the Best Kind  
Torr & Wanson's,  
Kirby's and  
Sherwin-Williams  
IN ALL COLORS

A FULL LINE OF  
**Plymouth Rope and Cordage**  
IN ALL SIZES

#### Life Preservers

U. S. Government Standard  
Fully Guaranteed.

**Just Reminders:**  
CALKING COTTON  
CALKING IRONS  
CANOE PAINTS  
BRASS HARDWARE  
OARS AND LAMPS.

#### ROLLER SKATES

the 50c Kind  
PECK'S PRICE

**39c**

62 and 64  
WEYBOSSET ST.,  
CORNER OF HAY

## Peck Hardware

COMPANY

62 and 64  
WEYBOSSET ST.,  
CORNER OF HAY

FIG. 81.

**1878**
**33 Years**
**1911**

## Great Clearance Sale

Thirty Third Anniversary

At prices that will astonish you—in order to know the value of your dollars you will have to come.

Here are only a Few of the Bargains

<p style="text-align: center; font-size: 1.5em;"><b>33c</b></p> <p>Reliable Cutlery, all pocket knives, 25c to 60c value.</p> <p>Shears and Scissors, 20c to 60c value.</p> <p>Many new pens. Roll Top Granite Ware, 30c value.</p> <p>Granite Ware, Coffee Pots, 25c to 50c value.</p> <p>Pear Pans, 60c value.</p> <p>Blender Twines, 40c value.</p> <p>Hunking Gloves, 50c value.</p> <p>60c Lanterns.</p> <p>60c Polar Lip-Kettle</p> <p>60c Berlin Kettle.</p>	<p style="text-align: center; font-size: 1.5em;"><b>\$3.33</b></p> <p>\$5 Robes.</p> <p>\$5 Safety Storm Proofs.</p> <p>\$6 Rotary Churns.</p> <p>Carriage Heater and Coal, \$4 Value.</p> <p>\$5 Heating Stove.</p> <p>\$5 Roller Counter Wagon, carries 1000 lbs.</p> <p>Steel Truck Hay Carrier.</p> <p>3 Bins, value \$4.50.</p> <p>Pine Oil Heater.</p> <p>\$4.50 Butter Shipping Box.</p> <p>10-Quart Lard press.</p>	<p style="text-align: center; font-size: 1.5em;"><b>\$33.33</b></p> <p>\$45 Mower.</p> <p>\$45 Wagon</p> <p>\$45 Corn Planter.</p> <p>\$40 Range.</p> <p>\$45 Sewing Machine.</p> <p>\$55 Hay Loader.</p> <p>\$35 Side delivery hay rake</p> <p>Two-horse Grain Drill.</p> <p>\$45 Sulky Plow.</p> <p>\$38 8-Port Tagger.</p> <p>\$30 Cream Separator.</p>
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You ask How Can We Do It

If we give \$100 to \$500 every at a spring opening by a chance drawing there is perhaps 10 to 15 happy customers and 1500 disappointed ones

We have reversed the order of award by giving each customer his portion to the prices made at this sale. Don't put it off. Come and bring the family. Tell the Neighbors.

**SOUVENIRS FOR THE LADIES**

## HARRIS FITCH

RELIABLE HARDWARE

Lawrenceburg, Indiana.

FIG. 82.

# MID-SUMMER SALE!

We need room for our fall goods and we are offering exceptional low prices during this sale

Be Sure to Step in a Minute and See the Offerings. Not Half Are Mentioned Here — See What You Can Get Here Before You Spend a Cent Elsewhere.

**Sale Begins  
Thursday  
AT 9 A. M.**

Extra Clerks in Attendance to Insure Prompt Attention

## NOTICE!

We Wish That the People Would Carry All Small Bundles So As to Allow The Larger Bundles to be Delivered Quicker.

## EXTENSION WINDOW SCREENS



A carload of Window Screens, all sizes While they last each—

**15c to 40c each**

**BROWN  
—OR—  
GREEN  
STAMPS  
DURING  
THIS SALE!**

**ALL  
SPORTING  
GOODS  
AT  
LOWEST  
PRICES**

## RELIANCE OIL STOVES



**SINGLE—**  
Regular Price 82c—NOW.....**69c**  
**DOUBLE—**  
Regular Price \$1.75—NOW.....**1.49**  
**2-BURNER PURITAN**  
**NICKEL-PLATED—**  
Reg. Price \$1.75—NOW.....**1.49**

## 2-BURNER HOT PLATES



NO. 12 NICKEL PLATED—  
Regular Price \$1.50—  
Reduced to.....**1.19**

**GAS TUBE, foot.....40**



## Water Coolers

FROM  
**\$1.19  
TO  
\$5.49**

ENAMELED LINED  
**\$2.98 to \$5.69**



**TENTS, were 2.50, now 1.98**  
Croquet Sets.....89c. to \$5.19  
Garden Trowels.....8c. each  
Hose Reels.....49c. up  
Watering Cans.....12c. up  
Screen Doors.....79c. to \$1.69  
Gendron Bicycles, value \$35.  
Special.....\$22.50

## Florence Ovens

**SINGLE—**  
Reg. Price \$2.50—NOW.....**1.98**  
**DOUBLE—**  
Reg. Price \$2.75—NOW.....**2.49**

## Ice Cream Freezers—White Mountain, Alaska, Arctic and North Pole

## UNION OIL STOVES



**1-BURNER—**  
Reg. Price 75c—NOW.....**58c**  
**2-BURNER—**  
Reg. Price \$1.25—NOW.....**98c**  
**3-BURNER—**  
Reg. Price \$1.50—NOW.....**1.59**

## FLORENCE

**1-BURNER—**  
Reg. Price 75c—NOW.....**75c**  
**2-BURNER—**  
Reg. Price \$1.25—NOW.....**1.59**  
**3-BURNER—**  
Reg. Price \$1.75—NOW.....**2.39**

## LAWN MOWERS

ALL TYPES, 10 Kinds.

## CADET MOWERS

**12-INCH—**  
Reg. Price \$3.00—NOW.....**2.50**  
**14-INCH—**  
Reg. Price \$3.25—NOW.....**2.85**  
**16-INCH—**  
Reg. Price \$3.50—NOW.....**2.75**

## FOLDING BEDS

TO CLOSE OUT AT CUT PRICES

## GARDEN HOSE

10-FOOT LENGTHS—  
Prices Cut as Low as.....**3.49**  
ALL GRADES CUT ALSO

## AUTOMOBILE SUPPLIES

HIGHEST BOTTOM PRICES DURING THIS SALE

Pocket Flash Lights and Batteries

Telegraph Instruments.

75c Invd. Lights, complete 49c

## Electric Fans

9-inch.....\$9.00  
12-inch.....\$13.50  
16-inch.....\$16.00  
Ceiling 4-blade.....\$29.00  
LOWEST PRICES IN THE CITY

**DUFFY BROS. COMPANY**

**32 EAST AVENUE, PAWTUCKET**

Fig. 83. A midsummer-sale ad. Note the reason advanced for the sale. The articles listed are seasonable goods and make a wide range of appeal.

**The Original QUALITY Hardware Store**  
ESTABLISHED 1869.

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**Sprecherize Your Home**  
And enjoy real Summer Komfort

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<p><b>Refrigerators and Ice Chests</b></p> <p>We have in stock Ice Chests and Refrigerators ranging from <b>\$2.75 to \$25.00</b>. They are the best makes obtainable and must give satisfaction.</p>	<p><b>Gasoline Stoves</b></p> <p>These Gasoline Stoves can be run at a small cost and are the safest gasoline stoves made.</p> <p><b>\$8.00 to \$12.00.</b></p>	<p><b>"Perfection" Oil Stoves</b></p> <p>These Oil Stoves are all that the name implies and simple in construction making them a stove that can always be kept clean, the result being that they will not smoke or smell.</p> <p><b>\$8.00 to \$12.00</b></p>
<p><b>Screen Doors AND Window Screens</b></p> <p>Have you ever considered the danger is not having your home properly protected against flies? There is real danger.</p> <p><b>Screens, 15c to 55c. Doors, 95c to \$2.25.</b></p> <p>We furnish estimates on making your home FLY-PROOF</p>	<p><b>Lawn Mowers "Money Back"</b></p> <p>Is the name of our leading Lawn Mower and is sold in such a manner that if the lawn mower does not give perfect satisfaction you will get your money back. We have</p> <p><b>Other Makes</b></p> <p>ranging in price from <b>\$2.25 to \$10.00.</b></p>	<p><b>Hammocks</b></p> <p><b>Croquet Sets</b></p> <p><b>Fishing Tackle</b></p> <p><b>Sprayers</b></p> <p><b>Seeds</b></p> <p><b>Poultry Wire</b></p> <p><b>Chicken Fountains</b></p> <p><b>Garden Tools</b></p> <p><b>Grass Catchers</b></p> <p><b>Housefurnishing Goods</b></p>

All Hardware in first class and sold at the lowest price possible. Call and satisfy yourself.

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**Sprecher's New Hardware Store,**  
Ind. Phone, 215 X      Ephrata, Pa.  
Bell Phone, 51-2

FIG. 84.

The price reductions are noticeably generous. The company derived excellent results from the ad.

Fig. 84. An ad featuring a sale inaugurated to meet a special condition. The ad was very successful. Sales were \$700.



## CHAPTER XXXIII

### Price Quotation

**P**PRICE quoting has much to do with the effectiveness of advertising in general and retail advertising in particular. The quoting of price is the logical conclusion of the ad. An ad may convince a person of the desirability of possessing a certain article, yet when the price is lacking, the sale-clinching power of the ad is lost. The uncertainty of price causes the reader to lose his interest.

#### TWO EXTREMES TO AVOID

It is always something of an effort to answer an ad either by letter or in person and the possibility of a price prohibitive to the reader's particular pocketbook is the reason for the failure of some finely written ads to make good. It is a case of the reader not desiring his labor for his pains. Even the strong appeal of the ad often reacts on the reader's mind, for it suggests that something so desirable must be correspondingly high in price.

Paradoxical as it may at first seem, the reverse of the foregoing is also true. Many a person has been thoroughly convinced by an ad, only to be scared off by the mention of a round figure. But these are the extremes and a little judgment is all that is necessary to avoid them.

#### INDEFINITE PRICE QUOTATION

For instance, if you are advertising a rather high-priced article, but one of corresponding value, though on the plan of a luxury, it is best to avoid mention of price literally. Some phrases like, "Priced very reasonably," "The price will be a pleasant surprise," will allay any misgivings the reader might have and when he once in the store the value of the article can be so demonstrated that price will make but little difference.

#### WHERE PRICE SHOULD BE MENTIONED

Price should always be mentioned on articles which are more or less necessities to daily life and on new goods designed to economize and improve upon the methods they supplant. Also in advertising standard goods of high quality it is well to mention price, for often the desirability of using better goods offsets a small difference in price.

Generally speaking, price should be mentioned in definite or indefinite form in every retail ad.

## CHAPTER XXXIV

# Furniture and Stove Publicity

**INDIVIDUAL PIECES OF FURNITURE, COMPLETE HOME FURNISHING, HEATING STOVES, KITCHEN RANGES, GAS STOVES, HEATING PLANTS, ETC.**

**F**URNITURE and stoves are very important items in the hardware stock and should receive a large amount of carefully prepared publicity.

People do not buy these articles in a haphazard manner—the outlay involved is usually high enough to insure study and care in selection.

### **EXPLANATORY COPY NEEDED**

It will be noticed that most of the furniture and stove ads shown in this section are examples of strong “reason why” copy. Such copy is absolutely essential, for it is the advertising alone, practically, which decides where the prospect will call, and once in the store it becomes the duty of the clerk to back up the advertising.

### **FEATURING A COMPLETE LINE**

Furniture may be advertised as an entire line or singly. The advantage in advertising complete furniture equipment is twofold: it gives the public a bigger impression of the store and is more economical of space. Of course where the hardware man is not spending much on featuring furniture the method of devoting a smaller ad to one or two pieces is commendable.

### **FEATURE STOVES SINGLY**

In the case of stove advertising it is, as a rule, better policy to feature but one kind of stove. The smaller gas and wood stoves may be combined in one ad, but generally it requires a fair-size space to thoroughly exploit a heating stove or range or heating plant.

The essential point in stove publicity is thoroughness of explanation and description. Competition is sharp and people rely upon ads almost solely to give them the suggestions that will fit their individual requirements.

In our comments on the ads reproduced in this section we have endeavored to point out clearly the strongest selling thoughts as well as show weaker portions which detract from the selling force of the ad.

Fig. 85. This firm advertised a heavy increase in its business. This ad shows how this gain is made to feature a certain line of ranges carried. The statement as to number of ranges in use locally is impressive. Yet with two

**One of The Reasons**  
**For Our Phenomenal Gain of 581%**  
**in Ten Years is the**  
**BORN STEEL RANGE**

There are now about 800 Born Ranges in daily use in Birmingham and you are at liberty to ask any one using it if it isn't the best ever used.

There are reasons and good ones, for the wonderful popularity of this really wonderful range—patent and removable oven bottoms guaranteed not to warp. Oven doors balanced with weights. No springs to get out of order. Tough malleable iron frames or hinge plates for oven doors. Double steel plate walls, interlined with asbestos board. Interlocking corners rigid and true, that makes the body air tight and prevent waste of fuel. Cast iron back, flues that will not burn or rust out. Heavy sectional cast iron top plates and linings that stand the heat and strain. Shields on top oven flues to retain the heat, cover over joints and protect the steel parts.

These and many other features peculiarly its own, makes the Born cook better, look better and last better, but costs no more than many others not half so good.

Let us show you this range and its many advantageous features and what it does for others & you'll want one too



*Spivey Hardware Co.*  
 THE STOVE MEN  
 BIRMINGHAM

FIG. 85.

such good points, the firm has been careful to describe the range thoroughly. The climax of the argument is found in the third paragraph, after which appears an invitation to the store concluding the ad. The typographical display here is strong and worthy of some study.

**Barler Ideal Heater**



**For The Bath Room**      **For Any Part of the House**

**Barler Oil Heater**

More Solid Brass Front  
 More Patent Flame Spreader  
 More Oil Indicator  
 More Burn in use for 22 years  
 Are Economical  
 Guaranteed not to rust or break  
 Sold for \$4.50 to \$12.00

**Hirth Hardware Co.**  
 142 S. Main

FIG. 86.

**JEWEL**



Ranges are not always the best because of the name but when you have the genuine

**Clark Jewel**

then it is the best that money and skill can produce.

**We Have Them in Fifty Different Styles**

All the popular warming closets, elevated ovens, TABLE RANGES, in fact the most complete line of gas goods in the Ohio valley. Call and investigate.

**Emmons-Hawkins Hardware Company**

FIG. 87.

Fig. 86. The illustration here utilizes the element of human interest. Note the manner in which the features of the heater are set down—in short statements. A good ad for the quick reader.

Fig. 87. The first portion of this ad could have been better worded. The

copy rather decries the purchase of a gas range on the strength of a name, yet in the same breath it advises the purchase of a Clark Jewel practically on the name alone.

# HEATERS



## Summit Base Burner

One of the Famous Summit line of square double heaters in the popular plain design.

The Summit Base Burner is a powerful heater which embodies in its construction all the improvements that experience has shown to be best.

Fitted with a heavy, durable fire-pot, duplex grate with shaker ring, wide magazine in which the coal cannot stick, automatic magazine cover and perfect damper regulation.

The improved circulating system draws a powerful volume of air through every part of the stove, heating it, and circulating it throughout the rooms.

The perfect draft control enables you to regulate the Summit Base Burner so as to hold the temperature of the rooms to any desired degree.

## Peninsular Oak Double Heater

A strictly high grade Oak stove, made to last and give the best service.

It has every modern improvement combined with very attractive ornamentation and design.

The Points which have made the Peninsular Oak Heater so popular are, the materials from which they are made, the care exercised in mounting and fitting, the good taste displayed in designing, and their moderate price.

We have the Peninsular Oak in different sizes and patterns from \$12.00 upward.


Come in and see our list, we have the size, style and priced heater to suit you.

**Geo. D. Boggs & Son**



FIG. 88.

Fig. 88. A combination of good display and good copy. It would have been well to have brought out a selling idea in the heading as, "Heaters with Perfect Draft Control." This is an example of description and argument so blended as to make interesting copy.



**Our Reed  
Rockers & Chairs**

Reeders all the new up-to-date ideas in design and construction. The best quality specially selected imported wood is used in all of our chairs. Each piece is perfectly framed and fitted, the joints accurately ground and finished, constituting the greatest possible strength and stability.

**PARKER & RYAN**  
THE FURNITURE MEN

FIG. 89.

**"EVERYTHING FOR EVERYBODY"**

**QUEEN OF THE WEST**

**Sewing Machine**

These quarter covered, drop head, cabinet style, drop heads. A strictly high grade, ball-bearing machine with two feeds, automatic return, four motion power feed. A full set of attachments and all features found on the highest grade machine. Absolutely guaranteed for ten years.

**PRICE \$25.**

**Ice & Joyce Hardware Co.**

FIG. 90.

Fig. 89. Design, quality, construction are all forcibly brought out in this ad, and in chairs of the sort featured those points should be especially emphasized, for a great many people have an idea that they are more ornamental than useful.

Fig. 90. This is a very complete ad. It is well displayed, easily read, and the copy is selling talk through and through. From the cut and the description, the reader forms a very good idea of the machine.

HAMPSON-MINTIE—Don't Forget the Address—"New Store on the Green," Don't Forget the Address—HAMPSON-MINTIE



**The Cabinet Style**  
One of the finest ranges ever put on the market.  
**Gas Combinations**  
can be had with this range and in fact with any Hub Range as the Smith & Anthony Co. were the first manufacturers in New England to try out this room saving combination.  
**The Marvel Hub Range**  
has more good points in its make-up than any other range on the market. No tubes to pull out on the floor as in all other makes. Oven heated on five sides and no cold lid holes on the top as the back lids are just as warm as the front.

# HUB

## RANGES

**Quickest Bakers--  
Greatest Fuel Savers**

The same HUB stands for the most varied and improved line of Ranges in America. No matter what the size or need of the family, there is just the style of HUB RANGE to fit it. The Smith and Anthony Company of Boston, makers of the Hub Ranges, have made hotel and fine kitchen ranges for over half a century and guarantee every range they send out.  
The HUB Range is just the same every day—year in and year out. You can run it light to cook for two, or run it strong to cook for twenty. You can start a new fire every morning, or you can keep the fire running night and day continuously, and with the right care the oven will work equally well in either case. A turn of the grate cuts out the old part of the fire and leaves the live part. You can bake biscuit morning, noon or night without rebuilding the fire. Isn't this a Range worth investigating?



**The Model Hub**  
has a French Sectional Top. With this arrangement, a broiler made to go with the Hub Range can be used and the smoke goes up the chimney instead of into the kitchen. Besides it does not cool off the fire as in other ranges when broiling. Heated on five sides of the oven, it's surprising how quickly you can get a Hub Range ready to bake. Then the Hot dampers are not misleading. MARSH OPEN is simple and CLOSED is safe. Simple, isn't it? Ask any Hub Range owner what they think of it and they will tell you that it "makes cooking a pleasure."

Hub Ranges sell from \$27.00 to \$100.00. We sell them very close to the makers' prices. Give us your order today.


**The Hampson-Mintie Furniture Co.**

New Store, 50 West Main Street.      Grand Rapids Furniture.      New Store, 50 West Main Street.

FIG. 91.

Fig. 91. The main display of this ad brings out the two most important points of a range. At each side of this display are shown the two popular styles. So that at the beginning of the ad, everything possible has been done to hold

**HAVE A LOOK AT Type C**



**L**AST week we showed you type M of the Red Cross Cabinet Series. This week our cut represents type C of the same series and has the same body with both high and low cabinets—but has no reservoir, instead of which a waterfront is fitted in the range. This type is generally used by those who have running water and furnishes an abundance of hot water for the sink, lavatory and toilet room.

The cost of a Range is not alone what you pay for it, but what you keep on paying. The Range that shows the greatest economy in the burning of fuel, requires less repairing and lasts the longest, is the Range to buy, and that Range is a Red Cross.

Your Range makes your cake good or spoils it. Knowing how to cook counts for little if you can not depend on it. Red Cross Ranges have long been noted for their baking qualities. No guess work when you use a Red Cross. The oven thermometer tells you exactly the condition of your oven without opening the door.

The Red Cross Range represents the very same of Range Representation.

They could make them cheaper but they won't.  
They would make them better but they can't.

A Red Cross Range with a polished top is not only a thing of beauty but a joy forever.


We are showing no less than eight distinct types on our floor. Have a look.

JOHN E. DOBIESE.

FIG. 92.

**"Your house is not a home  
—unless the furniture fits"**

This is true, even to the details of house decoration, and in connection with this we want to call your attention to our line of enamel iron, and brass beds. We believe that from our line you can select a bed that will harmonize and carry out your scheme of bedroom decoration. We have the

<p>Blue White Green Pink and Varnish Finishes</p>		<p>In Prices Ranging From \$3.50 to \$25.00</p>
---	---	---

The enamel on these beds is baked to the right temperature to insure a long and lasting wear. Sanitary—neat—durable. Come and look over our line. Also ask us to show you our library tables, dressers and rugs.

*H. B. Thompson Hardware Co.*  
CRAIG, IND.

FIG. 93.

the interest of the reader, and induce him to read further on. The text tells just what the stove will do. Prestige is brought into good account in the first para-

graph. Once this copy has cemented the reader's interest, he turns easily to either side of the ad for description and details.

Fig. 92. Approaching the stove proposition from a new angle. The personal heading swings the reader into the text without effort. The copy partakes of the nature of a lesson, and is so free from cut-and-dried claims that the reader is absorbing the points before he realizes it. The selling points are sugar-coated, so to speak, and the reader does not receive the impression that he is reading mere claims.

“40”

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**“PERFECTION”  
Coal Oil Stoves**

**F**ORTY “PERFECTION” COAL OIL STOVES is the number that we have sold within the past year.

We tell you this to show you the popularity of this excellent stove. The people of this community have seen its many advantages and appreciate them.

If you are not already acquainted with the merits of this stove you should let us demonstrate them to you at once.

It is convenient, economical and easy to operate.

No more danger than a lamp and operated on the same principle. It is a wick stove—they are the *only successful ones*.

Gives you the best where you need it—under the food you are cooking—and *does not heat up your house*.

Take one home and try it—you won't take twice the cost of it after you have used it a day.

“The man who loves his wife the most  
Is not the one to let her roast”

these hot days. He will buy her a PERFECT COAL OIL STOVE.

---

**W. S. Thomson**  
**HARDWARE COMPANY**  
Craig      -      Missouri




FIG. 94.

JUST ARRIVED



A nice well assorted line of Rocking Chairs made by the Famous Logerman Chair Factory, which is proof of quality. You will find in this collection the dainty Ladies' Sewing Rooker of superior construction and quartered OAK; the medium sizes of Rockers in new design and special finish and the heavy Square Built Chair that is so much in demand put together with bolts, with wood seat and shaped backs, also Genuine Leather seats with best under spring construction. Prices from

\$1.25 to \$8.00

Will you come in and look at these chairs?  
We will appreciate a call

Remember, Quality is the Motto



J. M. NAYLOR

AND SON



FIG. 95.

Fig. 93. Two logical appeals are apparent in this ad—the suggestion of fitness in design and the superiority of the beds from a constructional standpoint. The illustration is good.

Fig. 94. The display of the figure “40” here arouses curiosity, yet the subject of the ad is perfectly clear. The featuring of the number of stoves sold is a good idea—it makes a strong impression on the buying public. The couplet at close of copy is a good ending. The cut is very plain, but shows the stove to good advantage.

Fig. 95. This heading, in combination with the two cuts, is compelling. Another forceful method of writing the copy for this ad would have been to start with a short opening talk, followed by full descriptions of the two chairs illustrated.

Fig. 96. A good example of an itemized specialty ad. Included in the items is a preparation for brightening up furniture. This item should have been treated at greater length or made the subject of a separate ad, for during housecleaning time furniture comes in for a general overhauling, and anything that will assist in this work is in demand by the housekeeper.

## Springtime Specialties

**NOMORDUST**, a sweeping powder and-cleanser 10 and 25c pkg.

**SPON-TEM**, a wallpaper paste that makes the paper lay smooth, no curling, made by simply adding water.  
..... 10c, 25c, and 50c

**WHITE-ROCK**, for the cellar walls and all places that need whitening..... 10c pkg.

**CLIMAX CLEANER**, the only wallpaper cleaner..... 10c pkg.

**CHI-NAMEL**, for brightening up your woodwork, floors and furniture, all colors..... 25c, 30c 50c and 90c cans.

**VACUUM CLEANER FOR RENT**  
**LAWN ROLLER FOR RENT**

---

AT

## **BALLINTINE'S**

The Store That Does Things

10 Main Street Warsaw, N. Y.

FIG. 96.

### Hot Air---When You Want It!!

It's a hard thing to regulate but we have learned by 15 years in the Heating and Furnace business how to install a furnace and get the heat out of every pound of coal that goes into the furnace. We don't shoot it up the chimney but into your rooms.

#### Pure, Healthy Warm Air

The highest priced or best Furnace made that is installed wrong or half way right is no better than half a furnace. ¶ Every detail in a hot air heating plant must be taken into consideration and worked out. The exact amount of cold air must go into the furnace or the warm air won't come out. We know how to do these things and would be glad to show you some of the many furnace jobs we have installed in and around Decatur. You can then better judge for yourself as to our ability to install a furnace.

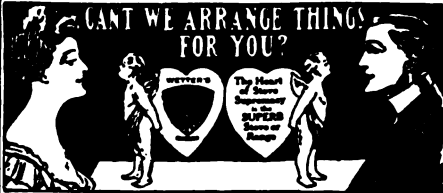
We still have 7 Decatur Furnaces bought last year when we could buy them at a big saving. Let us figure on your job now. While these few furnaces last we can save you money, and you will get the benefit of our good buying.

### The Schafer Hardware Company

Fig. 97. Every dealer who is desirous of boosting the heating end of business will do well to carefully read this ad. This is not an exposition of some particular furnace, but a forceful talk on the firm's ability to properly install a furnace to secure the maximum heat at the minimum expense. A few words on Decatur furnaces, however, would have made the ad complete.

FIG. 97.

Fig. 98. This ad takes into consideration but one class of people and centralizes on its appeal. The young married couples represent a sales potentiality that no merchant can afford to overlook or, what amounts to the same



**CANT WE ARRANGE THINGS  
FOR YOU?**

*The Heart of Every  
Home is a  
SUPERB  
Home at Reason*


**Fitting Up Young Married People  
To Go To House-keeping  
Is Our Specialty**

---

Don't wait any longer to "get ready"—no use to put it off. You can furnish your home so nicely and at such a small outlay of money that it will be a real pleasure "To You and Yours" to go through our stock of Furniture, Stoves and House Furnishings and make your selections. Our long experience in the business will be worth something to you.

Just drop by on your way from the Courthouse and look at our "Superb" and Charter Oak Stoves, and our elegant line of Bedroom Suites, Dining Room Sets, Rockers, Art Squares, Rugs, Etc.    :0:    :0:    :0:    :0:    :0:    :0:    :0:


---



Cast Cooking Stoves	\$ 6.75 to \$35.00
Steel Ranges	\$18.75 to \$45.00

Each Stove and Range carries a complete list of  
Cooking Utensils.    -o-    -o-    -o-    -o-

---



Bed Room Suites	\$20.00 to \$75.00
Oak Beds	\$ 2.75 to \$15.00
Iron and Brass Beds	\$ 2.00 to \$37.50
Oak Dressers	\$ 6.00 to \$25.00
Rugs	75cts. to \$ 5.00
Art Squares	\$ 5.00 to \$25.00

---

**Quality the Highest.                      Prices the Lowest.**

**Gamble Hardware Co.**

WETUMPKA    ALEXANDER CITY    CLANTON

FIG. 98.

thing, address impersonally. This ad is sort of a "heart-to-heart" talk with newly married couples, and reflects their thoughts and aspirations in the matter of home-making. Such intimate suggestion cannot be readily ignored.



## CHAPTER XXXV

# Hardware Specialty Advertising

**WASHING MACHINES, VACUUM CLEANERS, FIRELESS COOKERS, PERCOLATORS, CHAFING DISHES, ALUMINUM AND ENAMEL WARE, KITCHEN CABINETS, AUTOMOBILE ACCESSORIES, ELECTRICAL GOODS, ETC.**

**F**OR sake of guidance in treatment, hardware specialties may be roughly divided into two classes—those specialties which have been before the public for some time and those which are comparatively new adjuncts.

Obviously the latter must be more thoroughly presented than the former, although any hardware specialty must receive detailed presentation. As an example of the necessity of thorough treatment even on specialties which have been on the market for years, take the kitchen cabinet. The number of homes equipped with this labor-saving device represent but a fraction of the homes that really need cabinets.

During the past few years the hardware dealer has added a sufficient number of specialties to his stock as to revolutionize the science of housekeeping. Witness the fireless cooker, the vacuum cleaner, electrical kitchen and laundry appliances, etc.

The store demonstration (see Chapter XXIII) has aided materially in placing these appliances before the housekeeper, but the newspaper advertising, which must of necessity precede all other advertising, has been far from being as informing and enthusiastic as is demanded to arouse keen interest in new specialties.

### FIGHTING PREJUDICE

In advertising specialties designed to lighten and improve housework the dealer must realize he is fighting entrenched prejudice to a very considerable extent. Fixed habits in housekeeping are difficult to overcome and weak hum-drum newspaper work will fail to change their course.

The ads selected for reproduction in this chapter represent the progressive methods of featuring specialties that are now being used by many wide-awake dealers throughout the country. The comments will be of particular value inasmuch as they serve as an index to each individual manner of presentation.

Inasmuch as no newspaper ad or circular featuring a specialty can hope to make an actual sale on its merits alone, as is possible with other goods, the ad should always include a strong bid to induce a visit to the store. In the case of automobile accessories, the appeal should be convenience of location and complete stock.

Fig. 99. This ad says not a word about the economy of the ash-sifter. Hundreds of homes could effect a great saving with this article—the field for it has hardly been scratched. It should be an easy matter to present strongly so convenient a means of economy.

Fig. 100. Cashing in on the extension of lines of the power company. This extension serves to focus the public eye on electricity and it is just the opportunity for good advertising to do excellent work.



FIG. 99.

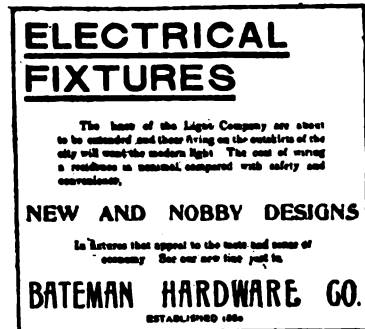


FIG. 100.

Fig. 101. The selling of motor cars is both a pleasant and lucrative proposition and should be carefully considered by merchants in a position to accept an agency. This ad is right up to the minute, having taken advantage of the car's victory in a road race. The merchant evidently is closely following the manufacturer's advertising and sales literature and making the most of them.



FIG. 101.

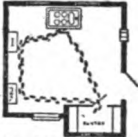


FIG. 102.

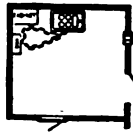
Fig. 102. The heading in combination with the well-drawn cut forms an instant attraction for the housewife. The text should not have branched off on fireless cookers. It is poor policy to try to sell two articles in the same breath.

Fig. 103. This ad takes advantage of the extra kitchen work incident to Thanksgiving by featuring a kitchen cabinet. The headline is forcefully worded. The cuts tell a whole story by themselves. An examination of them

**Get Your Kitchen Right Before Thanksgiving**



The Old Way



The New Way

Next week you won't have time to think of the steps you take. Turkey and Cranberries will rule the day. This week you can put Hoosier system in your kitchen—and reduce your steps next week.

With your kitchen right—all your work centered around your Hoosier Special Cabinet—you put an end to most of the hard work that goes with Thanksgiving day—and other days.

Take this opportunity to make your kitchen real convenient—actually up-to-date.

Consult economy—get your Hoosier Special now.

**Mr. Husband:**  
We are owls at the Xmas game. Whisper "Hoosier Special" to us now

**JOHN O. MATSON**  
Furniture and Hardware Pleasant Lake, Ind.

FIG. 103.



See the special first year price—same with each machine.

Runs as easy loaded as others do empty.

**A Washing Machine That's Perfect.**

The right washing machine is one that will work—at all times—under all conditions. There is one that will "stand up under the pressure" and that's the **Blower High-Speed Washing Machine!** Here are the reasons—

1. This machine has high speed speed on gears—and they cost less than so much as any other gear.
2. These speed improvements do not add to the selling price of the machine.
3. These high-speed speed on gears can stand 5,000 revolutions a minute—without breaking.
4. The gear is absolutely stainless—and as perfect as the wheel to your wheel.
5. They keep the dirty clothing hot, easy water through the clothes. The real work is done by this daily.

We are having a special demonstration of this wonderful machine, and will give a big, heavy galvanized tub free with every one sold.

**Ammann's Hardware**  
See the Window.

FIG. 104.

could hardly fail to convince the housewife of the step-saving afforded by a Hoosier cabinet. The copy strikes straight into the argument and every word tells. Note how the underlining gives extra force to the words.

Fig. 104. This ad springs right at the reader from the start. Such copy

**Learn How to Reduce Meat and Grocery Bills**

With a **CALORIC** Fireless Cook Stove



You will be amazed at the seemingly impossible things a **COOK-BAKED** cake, pie bread, meat, etc. ROAST meat, chicken, game, etc. without any heat whatever except that supplied by the patented radiators, as well as stews, soups, puddings, etc.

It is a wonderful kitchen help—economical, convenient and a comfort to use. With one you will spend less time in the kitchen. You'll have more time for recreation, reading, or sewing in a cool, shady spot, and with practically no effort, trouble have more perfectly cooked meals than possible in any other way. We positively guarantee the "CALORIC" to do all we claim. Lined with luminous metal. Absolutely satisfactory. Made in 15 sizes. Each complete, including full set of uniform utensils and 160-page cook book.

Write to and let us explain the "CALORIC" in detail.

**McGaughey Hardware Co.**

FIG. 105.

**The "UNIVERSAL" CHAFING DISH**



A dish to COOK with, not so most others are, a warming pan for serving food cooked beforehand.

In every detail of design and construction the "Universal" embodies in copper the distinction of the finest sterling. More than that, it has a stove that makes it as easy to cook in as on a gas range.

**The Hamilton Hardware Corp'n,**  
99-101 Bank St. Center of City.  
Waterbury's Best in Hardware, Cutlery and Tools

FIG. 106.

is needed to stimulate interest in washing machines. Too much washing machine copy takes things for granted.

Fig. 105. A very plain presentation of the advantages of the fireless cooker. The heading makes a strong appeal with its economy thought. The suggestions

for spending the time saved by the cooker made the wording interesting and forceful. Note neat arrangement of border and cut.

Fig. 106. In this ad, the display has been artistically treated, which is important in the case of articles that are dainty and semi-luxurious. The copy emphasizes the practical side of the dish. The air of refinement, peculiar to the chafing-dish, might also have been touched upon.

### A Better Electric Iron That Costs Less



The troubler found in the ordinary electric iron have been eliminated in the Acme.

The Acme may be taken apart, repaired, if necessary, and re-assembled by any ten year old child. It has a hot point, large heat storage, cool top, protected terminals, steel-clad attachment plug, steel wire protected cord, and it carries a two-year guarantee. We ask you to compare any \$5 iron on the market with the Acme. Price \$4.

### It's Savory Roaster Time

September is here and makes us think more about warm meals, and naturally, things to cook with.

Savory roasters are well worth thinking about.


They are so sanitary—without seams or creases to catch dirt, they are self basting, requiring no attention what ever, and the meat roasted in them is more delicious as no water or extra fat is added, and as the tight fitting cover retains all the natural flavors. Our new stock of Savory roasters is here.

Regular size, oval shaped, glazed steel	\$1.00
Full enameled	1.50
Turkey size, oval shaped, glazed steel	1.25
Full enameled	2.00



**The Haynes Hdw. Co.**

FIG. 107.



**WAGNER CAST ALUMINUM WARE**

### Do You Know Wagner Aluminum Ware?

If you don't you ought to get acquainted with its many good features. Aluminum ware is the superior of all cooking utensils; first, for its hygienic qualities, its lasting qualities, and its heating properties.

Wagner Cast Aluminum ware does not crack, peel or scale off like granite ware. When granite ware scales off it exposes a surface that is dangerous, and apt to give promaine poison. Since it heats so quickly and holds heat so long it is a fuel saver. Then in cooking rice or other cereals the entire boiler heats, the sides as well as the bottom, and the food is thoroughly cooked. It surely is the ideal kitchen ware, ornamental, light and durable.

Wagner ware is not light and flimsy like upon aluminum ware, but is cast by a process that makes it almost indestructible. Come in and see this ware, get acquainted with it—then get on better "speaking terms" by trying one or two pieces. You will wonder how you have done without it so long.

*H.B. Thomson Hardware Co.*  
CHICAGO, ILL.

FIG. 108.

Fig. 107. Here the electric iron is presented in detail and will impress the user of an electric iron which proved faulty that here is an iron that corrects the deficiencies of the poorly constructed ones. The text on the roaster is more creative in treatment and, of course, the subject makes a closer appeal to the average person. The illustrations are clear and well-placed.

Fig. 108. This layout shows what may be accomplished by a careful study of display elements. The clean, open arrangement fairly invites perusal. Note that the second paragraph is competitive talk on granite-ware and that the third paragraph is competitive talk about aluminum ware. The differences in aluminum ware are clearly pointed out.

## CHAPTER XXXVI

# Examples of Summer Goods Advertising

LAWN MOWERS, GARDEN TOOLS, SEEDS AND HOSE, REFRIGERATORS, FREEZERS, HAMMOCKS AND SWINGS, ELECTRIC FANS, SCREENS, PORCH SHADES, VACUUM BOTTLES, WATER COOLERS, BATHROOM FITTINGS, ETC.

**T**HE hardware store is really the best-equipped retail establishment for supplying articles of summer comfort. Yet a comparatively small number of hardware dealers take advantage of this opportunity for making a strong summer appeal in their advertising. The reason for this is difficult to explain and doubly so when one thinks of the aggressiveness of other retail stores during the heated term. The haberdasher talks about fittings that cool; the clothier advertises warm-weather suits; the drug store features cooling drinks; the hatter advises straw hats, and so on down the line. But the hardware man can talk more convincingly than them all, and he is overlooking a magnificent opportunity when he fails to do so.

The keynote of the ad on summer goods should, in nine cases out of ten, be comfort. People seem to know enough to keep themselves warm in winter, but they are astonishingly backward in helping themselves to keep cool in warm weather. Hence, it becomes the task of the hardware man to educate the public to the desirability of possessing articles that add to material comfort during summer. Some of the ads reproduced in this section show how well certain progressive dealers are angling for summer trade. It will be noted that these ads play up the summer comfort idea strongly.

### CREATING A NEW SUMMER TRADE

Instead of cutting down his newspaper space in summer, the dealer really has reason to keep it normal, for, beginning with refrigerators and garden tools, there is a constant demand for summer hardware goods throughout the summer. Where the hardware dealer is not aggressive in pushing his summer goods, trade generally switches to the department store or mail-order house. Moreover, as before suggested, the dealer can create a new summer trade of his own.

Summer goods may be presented in large groups, small groups or singly. Thus a large ad could feature garden tools, seeds, hose, hammocks, swings, and refrigerators. A smaller ad could feature screens of all kinds, tying itself

up to the anti-fly crusade. While a still smaller ad could list such single articles as electric fans, lawn mowers, freezers, etc. Where the summer article involves a fairly large expenditure such as a lawn mower, refrigerator or lawn swing it is best to present it singly that it may be fully treated. This forms an excellent

**Don't You Want a Refrigerator Like This?**

¶Think of a giant Thermos bottle for a food preserver, and a porcelain bathtub for a sanitary interior, and you catch the Leonard idea.


¶The ten walls of the Leonard Cheneble are so effective that food stuffs keep fresh and the ice lasts a remarkably long period.

¶And such a food compartment—one-piece, snow-white, vitreous porcelain, as impenetrable to a germ as an iceberg, and as easily cleaned as a mixing bowl.

¶Don't make any decision on a refrigerator until you see a Leonard Cheneble here.

¶Different styles and ice capacities from 65 to 150 pounds at prices from \$17.50 to \$49.

¶Other well made hard wood refrigerators, with galvanized and white enameled linings, \$7.50 and higher.



**THE HAYNES HARDWARE CO.**

FIG. 109.



**Mowing Your Lawn**

with a good Lawn Mower, one that runs easily is quickly adjusted to long or short grass and does not leave ridges or uneven patches to spoil the looks of your lawn, gives both pleasure and satisfaction to the user.

**THE PEERLEE**

has all those good points and is the mower for you to use. It is a plain bearing machine with narrow wheels allowing you to cut close to walks or fences. The three knives of the "Peerlee" are made from the highest grade of steel, oil tempered and hardened. The cutting bar is of the best crucible steel, oil tempered and hardened, is easily adjusted to the reel knives and if kept adjusted insures you a sharp Lawn Mower.

These Lawn Mowers are the highest grade moderate priced Lawn Mowers on the market, with hundreds in use in Springfield, they are guaranteed to give satisfaction. Call and see our complete line of mowers.

14 Inch Peerlee.	Price .....	\$3.50
16 Inch Peerlee.	Price .....	\$3.75
18 Inch Peerlee.	Price .....	\$4.00

**Hugel and Heiserman**  
19 East Main St. HARDWARE Both Phones 940.

FIG. 110.

working rule in making up summer-goods ads. The smaller and less expensive articles may be grouped and yet presented effectively.

**SOMETHING NEW**  
Moderate-Priced  
**ICY-HOT BOTTLES**

KEEP LIQUIDS

Either **ICY** Cold or  
Steaming **HOT** For Days

"MECHANIC" Post Size \$1.95  
"SPECIAL" Post Size \$2.40

Same construction as the regular Icy-Hot Bottle (like cut) except outer casing.

Icy-Hot Bottles and Leather and Canvas Carrying Cases

Come in some time and see the NEW GUN-METAL THERM



**Hicks Hardware Co**  
Satisfaction Assured

FIG. 111.

**It's a Coldwell - Two Lawn Mowers In One**

Look at the only patent reversible blade ever put into a lawn mower.

Made in our piece of channelled crucible steel, this blade is far stiffer and more serviceable than the ordinary old-fashioned flat knife.

The blade will last for years. If it's injured, it takes but twenty seconds to reverse it, by loosening the adjusting screws, and you have a practically new machine—two lawn mowers in one.

Every one of COLDWELL'S "GRAND" LAWN MOWERS is equipped with this great feature.

The first cost of an ordinary lawn mower may be low, but because a "GRAND" mows one of the most popular and is always ready for grass-cutting, it's the cheapest in the end.

The name "COLDWELL GRAND" signifies perfection in lawn mower building.

**M. A. Benson**



FIG. 112.

Fig. 109. Note how the layout of this ad is made very effective by the simple expedient of breaking the border and indenting it. The neat paragraph set-up also helps the general display effect. The refrigerator is presented in a clear, concise manner. The firm signature appears to good advantage.

Fig. 110. The lawn mower placed at the top of this ad gives a striking effect to the display. The generous use of white space where it should be used will effectively separate the ad from all other ads on the page. The heading here swings into the text easily and the reader is carried to a most informing bit of description. A first-rate mower ad.

Fig. 111. For pleasure and for business use, the vacuum bottle is becoming indispensable. People are learning the comfort to be derived from this invention. This ad is good as far as it goes, but it fails to tell just why anyone should own a bottle.

Fig. 112. Our estimable neighbor has often leaned over our fence in ex-

**YOU will be surprised at the many different and complete lines at our store. Call and see or phone us and we will be glad to deliver any item mentioned below.**

**TO BE SURE GET IT AT**

**HADER'S**

Free Delivery Phone Chevrolet 195



 <p><b>Lawn Mowers</b> Philadelphia, 16 inch <b>\$5.00</b> New Mower <b>\$2.50</b></p>	 <p><b>KEEN KUTTER Garden Tools</b> Now is the time to plant your garden seeds. The right kind of Tools make the work easier. Our stock of light Garden Tools is now on display.</p> <p><b>KEEN KUTTER Garden Sets</b> are made strong and durable. Just what you need for light garden work. Four-Piece Set Price <b>\$1.50</b></p> <p><b>KEEN KUTTER Garden Trowels</b> Made of one piece of steel. Full size wheel finish. Will last a lifetime. Each <b>50c</b></p> <p><b>KEEN KUTTER Garden Forks</b> Best forged steel, one-piece head, extra heavy and strong. Each <b>50c</b></p> <p><b>Garden Weeders</b> A handy light tool for garden work. Each <b>10c</b></p> <p><b>Garden Barrows</b> See our stock of Wheel Barrows. All Prices.</p> <p><b>Garden Sprinklers</b> Strong and Durable. All sizes. Two to Guaranteed.</p>	 <p><b>Lawn Swings</b> <b>\$4.95</b> 4 Passenger. Well Made</p> <p><b>Grass Hooks</b> <b>25 cts</b></p> <p></p> <p><b>Window Screens</b> 24-inch. <b>30c</b> 24 inch Metal <b>45c</b></p> <p>See our Screen Doors <b>89c and Up</b></p>
 <p><b>One Week Only</b> <b>Lawn Rakes, 25c</b></p>		
 <p><b>Gasoline Saws, TWO BUNDLES</b> <b>\$2.50</b></p>		
 <p><b>Rubber Hose, 50 FOOT LENGTHS GUARANTEED</b> <b>10c per Foot</b></p>		<p><b>JAPALAC</b> Registered TRADE MARK <b>75c qt. 40c pt.</b></p>

FIG. 113.

actly this same manner and expounded to us the pros and cons of various agricultural tools. Here the Coldwell man is doing the same thing for the benefit of the reader. This ready-made ad has caught the element of human interest and utilized it to good advantage. It would have been well to have written the copy in the first person.

Fig. 113. The opening lines of this ad arouse interest and the mention of free delivery is good. At first glance, the arrangement of the ad seems somewhat crowded. This is due to the use of many illustrations and display lines close together. The separation of each panel by rules, however, helps the ad in

readability. The illustrations are very clear and tell a story by themselves. The ad would be stronger if there were more copy to better present the articles shown.

Fig. 114. Few single-column ads can boast of a more effective illustration than this one. In small space, a very broad effect has been secured and the hand-lettered heading harmonizes perfectly with the plan of the cut.



**Lawn and Garden  
Seeds**

The Kansas City Board of Trade is distributing thousands of bulletins to impress upon farmers and gardeners the necessity of careful selection of seed if they desire good crops.

You don't have to test the seed you buy from us. It has already been tested. We got it from the best seed house in the country, and you can depend upon it for a splendid crop, whether you sow grain, flowers, or vegetables.

If you have not already sown your lawn and you'd better hurry up about it. It's high time.

**Bunting-Stone  
Hardware Co.  
804-806 Walnut St.**

FIG. 114.



**GOOD HAMMOCKS**

SUMMER is finally with us. The warmer weather suggests a more out-of-doors existence and summer clothes and summer comforts are much in demand. As a purveyor of summer comfort nothing can take the place of a Hammock—we are purveyors of Hammocks.

Then you are seeking a lot of the swinging Couch Hammocks which have become so popular of late. These we sell are made of very heavy duck and although not as cheap as some we've seen are much cheaper than formerly.

These Couch Hammocks come in white and blue and are made of the best duck. \$2.50 apiece.

We also have the Spring Hammocks made of canvas. \$1.50 apiece.

**The John E. Bennett Co.,  
705-707 Chapel St. 1040 Broad Street**

FIG. 115.

Fig. 115. In a space less than two inches square, this illustration tells a complete story of summer comfort. The text of this ad ties up well with the cut as it plays up the couch hammock. An attractive and easily read ad.

Fig. 116. The display and illustrative features of this ad are most com-



**Is Your Home  
Protected?**

The fly season is now opening. Already they are entering thousands of homes. As it only takes ten days to complete a generation in warm weather, you know what to expect at once as the weather warms. Aside from being a nuisance, doctors and experts tell us they are great disease carriers and a constant source of danger in the house.

**PORTER SCREENS**

Are your greatest protection. They are the best screens you can get at any price. They cost about the same as the ordinary kind. We are ready to take your order. How about it?

**NORFOLK BUILDING  
SUPPLIES CORP.**  
Retail and Wholesale  
96-98 BROOKER AVE.

FIG. 116.

**Screen Repairs**

Better get your screens repaired before the extreme hot weather comes on. Our painted wire cloth is best quality. Our PEARL grade (aluminum coated) is practically rustless. Our ALL COPPER screens are absolutely non-rusting and will last indefinitely. We stock all widths.

Best Painted Wire Screen per square foot..... 2 1-2¢  
Regular Pearl Wire Screen per square foot.... 4 1-2¢  
All Copper Wire Screen per square foot..... 6¢  
Special price on quality lots.

WIRE SCREEN PAINT extra quality, it will prolong the life of your screens if you keep them well painted. Per quart..... .60¢

SCREEN DOORS—A large new stock of plain and fancy doors in all regular sizes, priced from \$1.00 up.

**Currie Hardware Co.**

FIG. 117.

mendable, though the outside border might have been a trifle lighter. The text advances a most forceful argument for carefully screening the home.

Fig. 117. This ad no doubt stirred up considerable business, as there are always persons who put in some of their screens without first having them thoroughly overhauled, and then, too, screens are easily damaged, so that there should be plenty of repair work.



## CHAPTER XXXVII

### Builder's Hardware Publicity

**H**ARDWARE merchants, generally speaking, of course, do not seem to give this end of their business sufficient attention in so far as newspaper advertising is concerned. This seems particularly surprising, as builder's hardware is a subject which has many ramifications and looms large in possibilities.

If this department is given its rightful share of newspaper publicity the effect in volume of business will soon be forcefully demonstrated. The main points to be emphasized in the advertising of builder's hardware are reputation of the maker, durability, artistic designs and variety.

#### THE REAL ESTATE APPEAL

As important as these descriptive features, is what might be termed the real estate appeal. Up-to-date hardware fittings on a building increase its selling value. A great many persons who might not be influenced by quality talk alone in a builder's hardware ad would be convinced by the real estate appeal.

All these points may be brought out in many different ways. The reproduced newspaper ads which follow show this subject is treated by different merchants and in the comments on each ad will be found many pertinent suggestions for featuring the builder's-hardware department.

#### VALUE OF THE SAMPLE ROOM

Where the dealer maintains a special room devoted to the display of builder's hardware, he possesses a very strong argument for a series of newspaper ads. This fact brought out in the ad will attract many to look over the display, for it is obvious that a selection is made much easier where every thing is conveniently displayed.

The hardware man should secure photographs and data on all important buildings he has fitted with builder's hardware, for this material can be made the basis of forceful announcements.

Fig. 118. An excellent example of creative publicity. The Corbin door check is presented in a live and interesting manner. Copy and illustrations are tied up to create a desire for the check. Such advertising is bound to sell more door checks than the kind that merely shows a cut of the device with some indifferent wording.

Fig. 119. This ad is based on price argument. Price, of course, is an important consideration in any purchase, but a man's home or his building is some-



**Who Leaves the Door Open?**

The farmer, grocer, mailman—all those people who are in a hurry and do not care. The Corbin Door Check closes it after them quicker and quieter than they could do it if they would. Worth a dozen times its cost. We sell it.

**Norfolk Building Supplies Corp.**  
95-96 Brooks Ave. 95-97 Tazewell St.

FIG. 118.

**TO THE MAN**  
Who Figures Closely and Makes  
His Dollars Count

WHEN HE BUYS

**Builders' Hardware**

We offer a suggestion that it would pay him to visit the big hardware store first. We are well-known and reliable.

**Morse Hardware Co.**  
36 YEARS IN BUSINESS.  
1025-27 15th Street South Chicago, A 221, N 26

FIG. 119.

thing very near his heart and he is not inclined to skimp in so vital a matter as the hardware. Even in the case of buildings erected merely to sell, the builder, if he intends to cheapen, will not be apt to choose those portions open to close inspection, to effect his saving. Price in builder's hardware ads should be a secondary selling feature.

Fig. 120. This ad is representative of a style of treatment that should be given certain articles of builder's hardware. The lock here is fully explained

**A Wonderful New Lock**



This is a picture of the new Yale No. 44 Night Lock as it appears on inside of door. See the "protector" on the bolt. When the door is closed the protector is automatically forced back, deadlocking the bolt.

This Lock gives ALL of the conveniences of a Night Lock and ALL of the security of a dead-lock.

Next time you are near our store come in and ask us to show you how it works. Don't forget the number—Yale deadlocking Night Lock No. 44.

**R. D. CONE CO.**  
Wholesale and Retail Hardware and Foundry Store  
65-75 East Second St. Winona, Minn.  
The place where you get the best value for the money.

FIG. 120.



Contractors,  
Real Estate Men  
and Prospective  
House Owners

should visit our display room before making a final selection of

**Hardware**

Representing F. & F. Corbin, in Waterbury, we claim to be the only place to show you a most complete assortment of Standard Locks. Remember we expect no one to purchase from us if considering quality, our prices to not right. Figure with us and be convinced. Goods on hand, the making. Let us serve you.


**The Hamilton Hardware Corp's.**  
99-101 BANK STREET—Center of City  
Waterbury's best in Hardware, Cutlery and Tools

FIG. 121.

to the reader. The heading is so worded as to catch and hold the eye. The cut reinforces the copy by showing the construction of the lock.

Fig. 121. Here the hardware design is well depicted. The talk is right to the point and is addressed to three distinct classes of purchasers. The argument, however, is so worded as to appeal to each of the classes. The text mentions the line carried, which is good policy.

Fig. 122. In the heading display, the word "hardware" should have been added to the name Corbin. The text is a forceful summing up of the superiority of the Corbin product. The featuring of the trade-mark enables the dealer to tie up to the national publicity of the manufacturer. Moreover, it gives his ad. a distinction that sets it apart from other builders' hardware ads.



Corbin Hardware has won great favor, and for good reason. If Corbin's wares are sufficiently satisfactory in great public buildings, in public libraries, in churches, in great office buildings, the home owner is surely safe in specifying it in buying emergency for his home.

There's every essential quality in Corbin's hardware that any man could demand.

In better worth, in design, in finish, Corbin's has no superior—in fact, many place it at the top of all.

If you are going to build, please do not drop a nail and we'll send it out in full hardware with you.

Phone 6156 Market.  
Open Saturday evening.

**LUDLOW & SQUIER**  
Dealers in Hardware  
87-89 MARKET ST.  
Just above Washington St.

FIG. 122.

**We Supply Many With Builders' Hardware**

It's a growing business—this Builders' Hardware Branch—helping pace with, and looking ahead, other branches of the store's main divisions.

And it ought to grow.

We've supplied thousands of builders of homes with good hardware, and they have commended us to their neighbors—so we sell more and move on the next roll by.

Corbin's Hardware has kept pace, of course, for there is never a day we can say more good things about.

Just now Night Latches, Door Closets and Weather Strips are in demand. Are you supplied?

**LUDLOW & SQUIER**  
Dealers in Hardware  
87-89 MARKET ST.  
Just above Washington St.

FIG. 123.

Fig. 123. A good talk on builders' hardware. Of course, it is general in its treatment of the subject, but it brings out a number of broad thoughts that would be more difficult to emphasize in a specific ad. Note the uniform display of this ad.—equal margins and same style of display type in heading and firm name.

**It Will Help to  
Sell the House**

---

Corbin Hardware on a house is an evidence of thoroughness in attention to details. It is like the sterling mark on silver. It ensures freedom from alarm and loss and gives that feeling of security that makes a house comfortable.

A Corbin Unit Lock on the front door is the "last word" in its price. We sell it.

---

**The Hamilton Hardware Corp'n**  
98-94 BANK STREET, Corner of City  
Selling Agents in Waterbury and Vicinity

FIG. 124.

Fig. 124. An example of real estate appeal in a builder's hardware ad. This form of appeal is particularly strong to the builder, building to sell or for his own use. The secondary appeal of security is a strong one and the two combined make this a very forceful announcement.

Fig. 125. The artistic design shown and the clean-cut manufacturer's signature carry out the idea of art and dignity of design. Two important points are brought out in the copy: first, that the hardware meets every requirement encountered in building design, and, secondly, that the cost is no more than the cheaper kinds.

## Art in Builders' Hardware

All **RUSSWIN** hardware, whether for public buildings, office buildings, hotels or homes, is designed for the purpose of appealing to the artistic tastes of those who come in contact with it casually and of — caring well with those who must see it constantly.



It is strongly built. Perfect locks guarantee safety. It embodies style in ornate designs or simple effects. There is a wide variety of patterns. You are sure to find one that will catch and hold your fancy — one that will please every member of your family as well.

## RUSSWIN

### Builders' Hardware

The very finest examples of **Russwin** Builders' Hardware are used throughout the new Municipal Court building and the Museum of Fine Arts building. You will recognize its artistic worth. You will admire its beauty. You will respect its strength. You will cherish the feeling that it offers ample security.

There is a piece of **Russwin** hardware for every hardware purpose — all kinds of doors — all kinds of windows — all kinds of transoms — and all other requirements.

**Russwin** hardware — the right kind of hardware — means no more than the wrong kind. It does not need repairs. It is associated with looks that will always operate — looks that will wear indefinitely.

Made by the Russell & Evans Manufacturing Co., New Britain, Conn. Sold by hardware dealers the world over and in St. Louis by

**George H. Klein Hardware Co.**  
Sample Room: 427 Ventura Building  
Store: Crockett and McNear Avenues

FIG. 125.

The Specifications for Your New Home should call for

**Sargent's Artistic Hardware**

The wide range of design harmonizing with any style of architecture combined with the real economy of life-long wear affords complete satisfaction. We are pleased to show Sargent's Designs and to furnish estimates on your requirements.

**Headquarters For Builders Supplies**

When building a home it is well to remember that the hardware and fixtures you buy will last as long as the house itself. That is if you buy the best, and that is what you get here. SEE WINDOW DISPLAY.

Mantels and tile hearths a specialty. No trouble to show you.

**Ogden Hardware Co**  
Greenup Avenue, Between 15th and 16th Sts.

FIG. 126.

**Yale & Towne Quality Hardware**

We are the exclusive agents for Lancaster

Did you read the sign at the SATURDAY EVENING POST of the 15th inst.?

It's worth your time and attention to read it carefully

When you want the best Hardware, you want YALE & TOWNE

See our sample room on 3rd floor

**Herr & Company**  
7 EAST KING STREET

FIG. 127.

Fig. 126. This ad contains some good talk on builder's hardware and should influence care and thought in the selection of this important finishing touch to a home. An important point to mention in every builder's hardware ad is the range of designs. Here this fact is brought out in relation to architecture. The cut showing four designs fits in with the copy very nicely.

Fig. 127. In this ad the retail dealer calls attention to the manufacturer's publicity. This cooperation on the part of the dealer is bound to be productive of good results, for it serves to connect the general advertising with the retail store.

## CHAPTER XXXVIII

# Sporting Goods Advertising

OUTDOOR SPORTS, INDOOR SPORTS, CAMP EQUIPMENT, TOGGERY, GUNS,  
REVOLVERS, AMMUNITION, FISHING TACKLE, ETC.

**T**HERE are few other subjects capable of being so strongly presented to the public as sporting goods.

### THE RED-BLOODED AD

The appeal of pleasure and diversion and of health constitute a trio of powerful selling factors on which to base newspaper publicity. And the advertising, by all means, should be built around these very points. Too many sporting-goods ads are wholly descriptive. Such ads can never make the wide appeal of the red-blooded sporting-goods ad.

You cannot create much interest in an article of sporting goods unless there has been instilled beforehand a desire to enjoy the sport in which the articles are used.

### AROUSING DESIRE

Everyone has read sporting-goods ads which have at once created a longing to engage in the sport depicted—it is this desire that sells the goods. A model sporting-goods ad first arouses desire by attractive illustration and suggestive wording and then clinches the advantage gained by thorough description. An ad of this sort appeals both to the seasoned sportsman and to the novice, whereas the merely descriptive ad has a much more limited scope, interesting, broadly speaking, those who are familiar with the uses of the article.

The comments on the sporting-goods ads reproduced in this section enlarge upon the desire-creating idea.

Newspaper advertising along the lines suggested should quickly revive a languishing sporting goods department.

Fig. 128. No true fisherman will read the heading of this ad sandwiched between two good-sized fish without a momentary thrill. Using this opening as bait, the writer lands his fish by featuring the completeness of the store's

**ARE YOU READY!**  
Not until you have seen our complete line—the best  
**FISHING TACKLE**  
stock in the city.

**Shakespeare Reels, \$1.50 up to \$10.00. All guaranteed for a year.**  
**Dowagiac Baits, 65c up to \$1.**  
**—ASK FOR IT.**

**BRISTOL RODS, \$6.00** Rainbow Luckie and other Rods, 75c up to \$6.00.  
**LINES AT ALL PRICES**  
**EVERYTHING GUARANTEED.**

Tackle us for everything except the fish. However we can give you information in regard to best fishing grounds in the county. Our time is yours. Come in and talk over your fishing trips with us. We will help you catch them.

**H. KATZENMEYER.**  
OPPOSITE COURT HOUSE.  
SPORTSMEN'S HEADQUARTERS.

FIG. 128.

line as well as a few sample values. The suggestion in the last paragraph is unique. The writer evidently realizes the value of a little service offered in connection with a sale.

Fig. 129. The pertinent heading of this ad reminds the reader that there are still some very fine birds to be had for the effort and the opening paragraph pictures the pleasures of the sport.

**Going Hunting This Season?**

Before you get your old shooting bags and make your plans for a week or more hunting the birds. A sharp over the shoulder means with a good gun and dog to the best of means. Birds are plump for time season and with my help at all you will be sure of good sport. Don't go out with old shells. Our stock is complete and **NOW** is the time to let us have your order, so that you will get exactly the kind you want.

Wear a pair of the famous **WITON SLK** Hunting Shoes and keep your feet dry and comfortable.

We carry a complete line of guns of all leading makers, U M C and **WINCHESTER** shotguns, loading tools, pumps, traps, cameras, supplies, to meet the needs of the sportsman. You may send from a gun to a dog whistle.

**Van Deren Hardware Co.**  
INCORPORATED.  
840 West Main St.

FIG. 129.

**The Sport that never grows old**  
**BASE BALL**

The name **REACH** stamped on a Mitt, Glove, Mask, Ball or Bat means the **BEST**.

Our entire stock of Base Ball Supplies bear the above Trade-Mark.

Fishing Tackle, Tennis Goods, Roller Skates in large variety at Prices that are sure to please.

See our South Window  
Let us serve you

**HAMILTON**  
**Hamilton Hardware Corp'n**  
90-94 Bank St., Center of City  
Waterbury's Best in Hardware

FIG. 130.

Fig. 130. The illustration here is in keeping with the subject-matter. In place of description, the firm makes use of a well-known trade name. Some little talk on quality would improve this ad.

Fig. 131. An ad which makes a direct appeal to the student. Price constitutes the main argument and to this class of buyers it is a well-taken line of appeal. The goods listed are described rather superficially.

Fig. 132. The hardware dealer in Florida knows none of the rigors of winter and finds a ready sale for the boat of the Indian the year 'round. Here, very



**The Sign Of Athletic Goods Quality**

**SEASON** after season the strenuous tests of the gridiron, the tennis court and gym, prove beyond question, the supremacy of the D. & M. line of Athletics' furnishings.

Our prices on D. & M. goods are well suited to the student of limited means and all will be interested in our discount sale of tennis supplies now.

The D. & M. line embraces everything in good foot ball shoes and clothing, basket balls, play ground balls, gym supplies, tennis shoes, rackets and balls.

**Foot Balls**  
D. & M. Foot Balls are made right and are guaranteed not to go wrong. We have them in ten grades and sizes, priced all the way from 40c to \$5.00.



**Tennis Goods Reduced 10%**  
For ten days beginning Friday, December 13, a discount of 10 per cent will be allowed on all tennis nets, rackets and balls. D. & M. and Wright & Ditson rackets in eight grades, priced regularly \$1.50 to \$5.00, now \$1.35 to \$4.50.

**THE HAYNES CO. HARDWARE**

FIG. 131.



**Old Town Canoe**  
is the true Indian Canoe refined by modern and skilled workmanship.

You will find the same keen pleasure in using an "Old Town Canoe" as have thousands of others from Maine to California.

Come in to see our stock and get an Old Town Canoe Company's Catalog, showing photographs of these canoes in use all over the United States.

*Always look for the olive green pins*

FOR SALE BY  
**TAMPA HARDWARE COMPANY.**

**FLORIDA CURIOSITIES**  
The only complete stock of Florida Curiosities in the city.

Stuffed Birds.  
Animals and Fish.  
Alligator, Snake and Bird Skins.  
Sea Shells and many other Curios.


**SPORTING GOODS.**  
Guns, Rifles, Pistols and Ammunition.  
Fisherman Supplies of all kinds.  
Tennis Goods.  
Baseball Goods.  
Football Supplies.  
Athletic Shoes.  
Jerseys.  
Gym. Suits.  
ETC., ETC.

**Phone 29**



FIG. 132.

effective use has been made of the ready-made ad on Old Town Canoes, inasmuch as it sets off and is set off by the large circular trade-mark of the firm. Note the completeness of the listing of sporting goods.



**The Kodak Box—\$4**

With this outfit you can take pictures—develop, and print them.

This includes a No. 1 Revolver Camera—developing machine for daylight developing and everything necessary for making perfect pictures.

**Complete Only \$4.**

Don't let these 300 days pass without getting any pictures. COMPLETE LINE KODAK PRIZES AND KODAK SUPPLIES.

**T. T. REYBURN**  
PHOTO and Chemist. The Hardware Corner.

FIG. 133.

**You'll want one of these Famous Pope Bicycles**

You'll agree with us in that statement when you see the elegant line we have secured this season.

And when you choose a "Pope" you have the satisfaction of knowing that no one will have a better mount.

The Corsair, Columbus, Waverly and Stearns are all here; and all fitted with the very best equipment!

Such as cushion tires, puncture proof tires, mud guards, spring seats, everything that is desirable.

And the prices are certainly so low as to make ownership decidedly profitable.

For you can choose anywhere between \$19.50 and \$38.00.

Better come in and get yours now.



**Barrett Hardware Co.**

FIG. 134.


Fig. 133. The heading and first paragraph of this ad are excellent—the reader does not have to wonder how much more is needed to take a picture and he has no doubt as to the qualifications necessary to picture-taking. A good model for a camera ad.

Fig. 134. Note the directness of the heading and how the separate words.

are given emphasis by the underlining. The superiority of the wheel is inferred rather than driven in by force of argument. This is a most effective layout.

Fig. 135. In the first paragraph of this copy, two distinct reasons are given for buying a motor cycle. In the second paragraph, prestige is made use of very effectively. Logical all the way through.

Fig. 136. The cut arrangement here is very attractive. The featuring of the game-law card is good and no doubt brought a goodly number of seasoned sportsmen as well as novices to the store.



## YALE

### The Motorcycle of the Hour

In these busy old times, men demand the speediest and most economical means of transportation, and the 1912 Yale motorcycle stands for all that. No road is too long or hill too steep, and always a comfortable, exhilarating, enjoyable ride.

The remarkable achievements of the Yale last year, winning every endurance contest and reliability run of any consequence in the United States, are a matter of history. In the 1912 model all the best features have been retained and nearly a dozen added for still greater efficiency and for the rider's convenience.


Here are some of the good things distinctively Yale—eccentric yoke, new front forks and handle bar, Eclipse free engine clutch with positive lever control, equipment fully slicked on copper, larger 24-inch tires, extra wide auto-fender type mud guards, heater gauge spokes, improved grip control.

This 1912 model Yale, 4-h. p., battery ignition, ready to ride, \$210. With Bosch magneto, \$235.

Also 5 and 7-hp. twin-cylinder pattern preferred.

**THE HAYNES CO.**  
HARDWARE

FIG. 135.



### Do You Know The Game Laws?

If you do not know the legal season for hunting the different birds and animals, with the number allowed to be shot in a day or season, you ought not go hunting. Get a Free Game Law Card at Our Store.

To be properly equipped for a day in the field or mountain you should let us fit you out. We are manufacturer's agents for U. M. C. and Winchester shafts — the world's standard. We also carry a large line of every popular gun and rifle made. The line of hunting clothing we have is the largest and best-evaluated in Lebanon.

Let Us Show You

**George Krause Hardware Co.**  
38 South Eighth St.






FIG. 136.

## Base Ball Goods



**THE GENUINE Reach Make**


the largest and most complete line ever on sale in Saranac.



**Fielders' Gloves**

with Reach Patent divided seam, the great invention in gloves and never rip at base of fingers as other makes.


**50c to \$2.25**



**Catchers : 1st Base Mitt**

with the famous Reach patented lacing device, laced thumb.

**30c to \$3.00**



**Official League Ball**

**\$1.25, others down to 5c**

**Ball Bats**

**10c to \$1.00**

I have what you want

**M. A. Benson,** Saranac, Michigan

FIG. 137.

Fig. 137. The attractive cuts are a feature here. The display headings stand out well and the copy makes the important points. Prices are complete, which is most essential in a sporting-goods ad.

Fig. 138. Note the real attractiveness of the illustration, showing the article in actual use and in a natural setting. Thinking the cut sufficiently suggestive, the writer plunges into the heart of the matter and shows why the Sterling is a distinctive rifle.


Fig. 139. The newspaper readers saw this ad. when skating time was in full swing so that its selling strength was doubled. Nothing induces us to buy so quickly as the thought of some enjoyment we are missing through not possessing the means of participating in that enjoyment. Those who read the first section of this ad. knew that the next move was up to them.



Fig. 140. A more picturesque and at the same time practical illustration would be hard to locate. Such an illustration serves a double purpose. It not only attracts the eye of the sportsman but also serves to arouse interest in hunting on the part of the novice. The cut suggests the delights of the sport and by doing this attracts those who might never evince any interest if simply hunting paraphernalia were pictured.

## Now for the River—

A little more moderate weather is on the program and with the heaviest ice in years and street cars now to take you to it, why not take advantage of our bargain in skates and enjoy a few hours of the greatest and most beautiful of all sports.



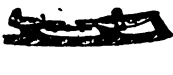
**MEN'S**  
U. S. Club, polished steel, leather straps, sizes 11, 11½ and 12, special, per pair ..... **\$5.00**

**MEN'S**  
U. S. Club, full width-plated steel, leather straps, sizes 11, 11½ and 12, special, per pair ..... **\$5.00**

**MISSES**  
Windsor polished steel, strap heel and toe skates, in assorted sizes, special, per pair ..... **\$5.00**

**BOYS**  
And men's Union Club polished steel, leather strap skates, per pair ..... **\$5.00**

**MEN'S**  
And Youth's Union Club polished steel, strap skates, per pair ..... **\$5.00**



**WOMEN'S**  
And men's Windsor full polished steel skates, leather strap, and leather heel straps, per pair ..... **\$1.25**

**MEN'S**  
And Youth's Windsor Working skates, full width-plated with hardening steel runners, per pair ..... **\$2.00**

**YOUTH'S**  
And Men's Union Club polished steel skates, with hardening steel runners, per pair ..... **\$1.50**

**HOCKEY CLUBS**  
Broad growth hockey skates or hockey clubs, two styles, each 2½ and ..... **1.00**

**THE HAYNES HARDWARE CO.**  
100-102 St. James St.

FIG. 139.



**DOUBLE BARREL GUNS**  
For Black Powder  
No. 100  
at the  
**Lion Arms Co.**  
11, 14 & 16 Gauge

Barrels London Twist Steel finish, left barrel "Choice Bored" Front action Locks, painted grip walnut stock.

**Price \$10.00**

For sale at your dealer, if he does not carry these guns, write direct or come and see them at our store. Accept no substitute, the LION ARMS CO. brand is the best & popular price!

Catalogue (English Edition) containing the Hunting By-Laws free on request.

**Larivière**  
911 St-Lawrence Blvd MONTREAL.

FIG. 140.

**Protection in this automatic revolver**

Looks so mild and inoffensive — this Savage Automatic. In reality it's a very ugly customer to deal with. It'll give you a feeling of safety at night. The fellow who's after the silver, knows the Savage. Light powerful shot, quicker than you can wink an eye, slips into pocket or hand bag, \$15.

Dependable revolvers of the regular type, 32-calibre, double-action automatic ejector — as low as \$5.50.

Smith & Wesson hammer revolvers, \$15. 38 calibre, 5-inch barrel \$14.

Smith & Wesson new departure is a new class safety revolver, \$14. Young, American, nickel finish, 5 shot, 32-calibre, double action \$2.00.

32-calibre, nickel finish, 5 shot, double-action, \$2.00.

**Shannon**  
HARDWARE  
816 Chestnut

FIG. 142.



## STERLING AIR RIFLES

THIS is a fine new line of air guns we have taken the agency for. They are mighty attractive guns and have several distinctive features. In the first place, they look like real rifles. Then they are larger and more substantial than most air rifles; they have unusual force, are easily operated and don't get out of order. We think they're the best ever. There are three patterns

**MODEL D—800 SHOT**, lever action, round barrel, walnut stock, dull finish; length 31½ inches ..... **\$1.00**

**MODEL F—800 SHOT**, magazine loaded, automatic shot retainer, octagon barrel; length 35 inches ..... **\$1.50**

**MODEL G—1,000 SHOT** shoots 1,000 times without reloading; octagonal tapering barrel; length 35 inches ..... **\$2.00**

**The John E. Bassett & Co.**  
The OLD HARDWARE STORE  
754-756 Chapel & 814 State Streets

FIG. 138.



**Good Luck**

on your fishing trip  
depends largely on

**Good Tackle**

We can supply  
you with the

**Best Tackle**

made at right prices  
Our salesmen are  
sportsmen themselves  
and will gladly show  
you our goods

Call and see Chicago's up-to-date store for sportsmen

**National  
Sportsman Store**

25 W. Washington St.  
(Between Dear & Bond)  
Headquarters for High-Grade Game,  
Amusement, Camp Quizzes, Canoes,  
Bicycle, Tennis, Athletic and Baseball  
and Golf, Caddy, Hunting, etc.



FIG. 141.

Fig. 141. Here is a natural-looking cut which suggests the day's sport. The copy is hot-weather syle—short and snappy—requiring no effort in reading. Notice the point made in regard to the salesmen.

Fig. 142. The wavy lines around this burglar signify fear. The heading tells

the story at a glance and the text makes us think we ought to have a *Savage* under our pillow ready for any nocturnal visit not down on our book of calls.

Fig. 143. The scheme of display, illustration and type arrangement here is excellent. Opposite each panel is the illustration depicting the sport described and a well-worded heading is the key to the whole ad. Prices should have been quoted throughout.


## Summer Sport

### For Summer Sports

---

### Croquet

One of the most fascinating, scientific and interesting games, handed down to us by our great (4 times) grand parents. Every home lawn should have this game for past time by the young and old. Prices range from 75c to \$5.00 set.

### Lawn Tennis

The most health-giving sport for both sexes, young and old. Excellent physical exercise. Restores appetite, saves doctor bill, builds up the lean, reduces the flesh on corpulent persons. We have Wright & Dimsen's complete line of Tennis Goods. Prices within reach of everybody.

### Base Ball

The greatest of all sports. Pays the highest salaries (to the star players) paid to any class of men. The cleanest sport of the day. We have a complete line of ball goods ranging from the little boys' outfit to the National League Players.

### Fishing

The quiet, restful, artful sport, old as the history of man. Never will die out or grow less interesting, but increases every year. More new novelties in Fishing Tackle every year than all other sports put together. The man or boy who does not like to fish never tried fishing with modern tackle where there is fishing. We can supply you with everything for stream or lake fishing.

## JONES HARDWARE CO.

FIG. 143.

## CHAPTER XXXIX

# Tool, Cutlery, and Agricultural Implement Advertising

**SAFETY RAZORS, POCKET CUTLERY, TABLE CUTLERY, MECHANICS' TOOLS, HOUSEHOLD TOOLS AND TOOL CABINETS, PLOWS, CULTIVATORS, SEPARATORS, SPRAYERS, VEHICLES, ETC.**

**T**HE cutlery and toilet-article department of the hardware store is an important one, including as it does articles of constant and general use.

To intelligently plan the advertising for this department it should be considered as made up of the following divisions, each really demanding a more or less different treatment: pocket knives, shears and scissors; razors, safety razors and accessories; kitchen cutlery; carving sets; silverware and toilet goods.

### **DIVISION TREATMENT MOST EFFECTIVE**

The line may be advertised as a whole, but the most effective manner is the division treatment. Kitchen cutlery and silverware are both in the same category as far as usefulness is concerned, but the two would not make a pleasing combination in one ad.

The wide and increasing popularity of the safety razor demands that a good share of publicity be devoted to this article. The points in favor of the safety razor are so many that the merchant should experience no difficulty in preparing forceful ads. Safety razor ads should also list accessories.

### **COMPETING WITH THE JEWELER**

In featuring silverware the tone of the ad must be distinctive. It should suggest quality above all else. Only in this manner can trade be switched from the jeweler.

Tool advertising should make two distinct appeals—to the mechanic and to the home user. The latter appeal is being carried to great length by some of the tool manufacturers, and the hardware dealer should profit by this good judgment.

### **TWO APPEALS IN TOOL ADVERTISING**

Tool publicity directed to the man of the house should emphasize the pleasure and recreation to be had in personally building articles of furniture

presentation is also calculated to make the strongest appeal to mechanics, for they have already a full assortment and desire more to replace their unsatisfactory tools with new ones. Or when they are considering an addition to their equipment, they are more certain to remember tools that have been presented to them singly.

In these days of progressive farming, the farm-equipment end of the hardware dealer's business must be given the most thorough attention. The farmer judges the worth of equipment largely from advertisements in his farm paper and the follow-up in his local newspaper.

The newspaper has the advantage, inasmuch as it arouses interest that can be quickly developed further by an inspection of the goods. Implement ads should point out advantages in the way of time and labor saving and efficiency of work performed. Modern agricultural implements are marvels of mechanical construction and effect such economies in the conduct of the farm that there is every opportunity to gain the farmer's attention and interest.

#### **IMPLEMENT ADS MUST BE COMPLETE**

The main point for the dealer to bear in mind when featuring implements is to be complete. You are dealing with a class of people who have definite ideas of what they want and it is your part to convince them that you can meet their needs exactly. The most forceful line of copy is a combination description and suggestion. This style of presentation not only affords the farmer a working idea of the physical characteristics of the implement, but suggests the most satisfactory way of using it.

The ads reproduced in this chapter together with the comments made upon them will furnish the hardware man many valuable leads in featuring tools, cutlery and agricultural implements.

**Mechanic's Tools**

All kinds of Carpenter's Tools.

Plane 32c to \$3.50  
Saw 75c to \$3.50  
Hammer 50c to \$1.00  
Braces 50c to \$2.50  
Auger Bit Set 75c to \$4.00  
Auger Bit, all sizes

Saw Set 50c to \$1.00  
Saw Champs 65c  
Saw Film 10c, 5 for 25c

Steel Squares 40c to \$1.25  
Drawing Kojas 75c to \$2.00  
Levels 75c to \$2.50

Other tools for special use, in all kinds of tools we carry  
Standard Bender: The "just as good" hand saw to be had elsewhere.  
Buy good tools for they seldom have to be replaced.

**WHITE & PARKER HDW. CO.**  
Hardware and More  
MURDO, S. DAK.  
"Quality Our Success"

We Close at 7:00 p. m., Except Saturdays.

FIG. 144.

**Boy Scout Knives**

We have the official Boy Scout Knives in all the different styles. The best quality, best made, and best value. They are made of the finest material and are of the best design. They are a handsome gift to anyone and a fully guaranteed.

**POCKET KNIVES**

In a large variety of styles. We can show you how to use them in a variety of ways, and in all the different ways. Any thing that you buy here that you don't like, we will give you a full refund. PLEASED CUSTOMERS. When you think of buying knives, think of us. We have them all styles and prices. Remember this.

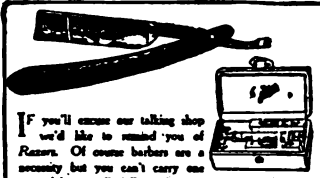
**A. W. GODDARD**  
60 Center Street

FIG. 145.

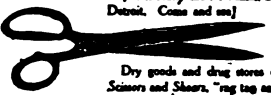
Fig. 144. For a mere price announcement this ad does very well. While it is readable enough, the heading should have been placed on two lines and the prices all in two columns.

Fig. 145. Here is a well-written ad on a special article and one that should have interested those to whom it was directed. By effective use of white space, a clean and readable display effect has been secured.

Fig. 146. The original arrangement of cuts here causes the ad to stand out boldly. The copy, however, is where the real strength of the ad is shown. It has a style all its own. It runs on in sort of a rambling fashion, yet clinches



If you'll excuse our talking shop we'd like to remind you of Razors. Of course barbers are a necessity but you can't carry one around in your "grip" nor have one on your dresser in the morning. Hence razors, and then, of course, Ray's. The Rayway Razor is the style your grandfather used and it lasted him all his life (\$2.00). The other is the latest nerve-kill safety, the Collette, and Ray's is handling hundreds of them out in exchange for \$5.00 or more. And at Ray's is the Durham Duplex and the Auto-Strip Safety as widely advertised; and the Gem Junior Razor with 7 blades, \$1.00. Razor Straps, 25c up. Shaving Brushes, 10c to \$1.50. Razor Hoses, Shaving Soap. Ray's is really the-e-e Razor Shop of Detroit. Come and see!



Dry goods and drug stores display Scissors and Shears, "tag tag and bob-tail" lots, but the wise folks, the really wise ones, buy out at Ray's. The same old standard makes at hardware prices from the dainty, ladylike Embroidery Scissors up to the Heinkel Trailer Shears. Long sh. Office Shears, Barber Shears, Candy Shears, Leather Shears, Folding Pocket Scissors—none don't really see how anyone would want to buy anywhere but at Ray's, really we don't. Please answer:

And as for Pocket Knives, it'll be Ray's. The best place to buy Pocket Knives is a hardware store and the best hardware store is Ray's home—

Which means that when you want a Pocket Knife we want you to want to get it at Ray's, there really isn't any better place.

**T. B. RAYL CO.**  
112-114 Woodward Ave.

FIG. 146.

STORE NEWS

IF IT'S A BUGGY OR A SURREY  
THAT YOU WANT, WHY NOT BUY

## A Parry Vehicle

They combine style and comfort to remarkable degree

The quality is high and prices are right for the buyer

The experience of over a quarter of a century go into the making of every vehicle turned out from the Parry Plant

Nothing but the best quality Indiana hickory is used in the wheels, gears and shafts of this popular line of

Low Priced Vehicles

Parry Buggies Are For Particular People

If we don't have just the style of vehicle on hand that you desire, our copy of the Parry catalogue will enable you to select it

Over 150 different models are shown for 1910

Their system of prompt shipments will insure an early delivery

The largest carriage factory in the world stands back of these goods with a binding guarantee for one year from date of purchase against any defect in material or construction

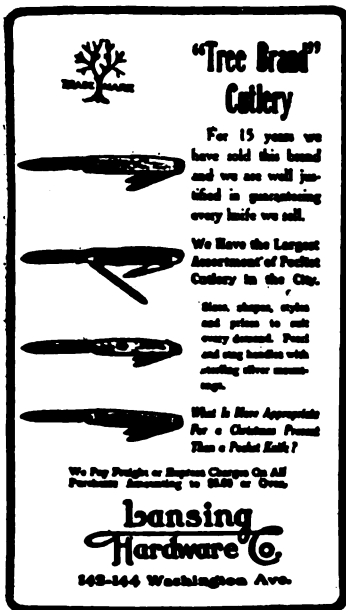
**Stolte, Dangel & Foss Co.**  
Reedsburg, Wis.  
The Official Parry Representatives at Reedsburg

FIG. 147.

the interest and makes some strong selling points. Note in the first portion how the copy introduces five different makes of safety razors.

Fig. 147. A page from a store paper. Note the placing of the cuts in a diagonal line and how prominent they are on the page. In a store paper, it is just as important to have forceful ads as it is to have interesting matter. The copy in this ad is straight talk and carries a most convincing tone.

Fig. 148. The position of the four knives commands attention at once. The prominence of the trademark is a desirable plan, for if the purchaser is satisfied he will be apt to take pains to remember the identifying mark when he desires another knife. The opening paragraph creates confidence. Fifteen



**"Tree Brand"  
Cutlery**

For 15 years we have sold this brand and we are well justified in guaranteeing every knife we sell.

We Have the Largest Assortment of Pocket Cutlery in the City.

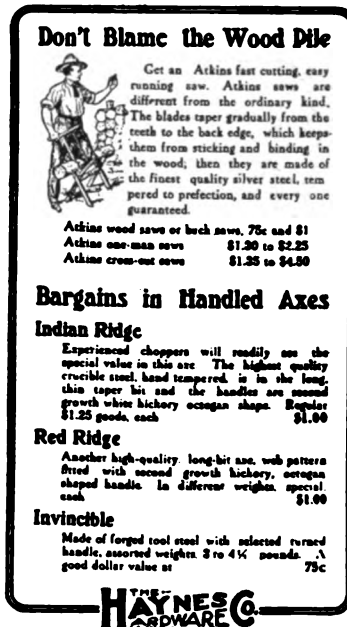
Sharp, strong, styles and prices to suit every demand. Pocket and key handles with stuffing olive mounting.

What is More Appropriate For a Christmas Present Than a Pocket Knife?

We Pay Freight or Express Charges On All Packages According to Size or Weight.

**Lansing Hardware Co.**  
142-144 Washington Ave.

FIG. 148.



**Don't Blame the Wood Pile**

Get an Atkins fast cutting, easy running saw. Atkins saws are different from the ordinary kind. The blades taper gradually from the teeth to the back edge, which keeps them from sticking and binding in the wood; then they are made of the finest quality silver steel, tempered to perfection, and every one guaranteed.

Atkins wood saws or buck saws, 75c and \$1  
Atkins one-man saws \$1.20 to \$2.25  
Atkins cross-cut saws \$1.25 to \$4.50

**Bargains in Handled Axes**

**Indian Ridge**  
Experienced choppers will readily see the special value in this axe. The highest quality crucible steel, hand tempered, is in the long, thin taper bit and the handles are round growth white hickory octagon shape. Regular \$1.00  
\$1.25 goods, each

**Red Ridge**  
Another high-quality, long-bit axe, web pattern fitted with second growth hickory, octagon shaped handle. In different weights, special each. \$1.00

**Invincible**  
Made of forged tool steel with selected turned handle, assorted weights, 3 to 4 1/2 pounds. A good dollar value at 75c

**THE HAYNES HARDWARE CO.**

FIG. 149.

years should be a good test of cutlery. The ad needs only a mentioning of prices to complete it.

Fig. 149. A well-written and carefully displayed ad. Note how the displays stand out by the use of the "hanging indention," or in simpler terms by



Wiss Shears and Scissors are built upon a reputation of over 50 years' standing. They are recognized throughout the world—even in Sheffield, England—as the best in shear production.

**WISS SHEARS**

and Scissors are guaranteed to give absolute satisfaction—or you get a new pair—or your money back.

Popular Styles 80c. to \$1.00, according to size.

**The Hamilton Hardware Corp's**  
90-94 Bank St., Center of City.  
Wainbury's up-to-date Hardware Store.

FIG. 150.



**DIAMOND  
Edge Cutlery**

THE STANDARD BY WHICH  
ALL OTHERS ARE  
COMPARED.

Slicing Knives, Butcher Knives, Carving and Table Knives.

Warranted fully by the  
Maker, and by . . . **M. H. GOSCHE**  
The Corner Hardware, Mitchell, S. D.

FIG. 151.

setting the copy to a narrower measure than the display line. The text is crisp, although detailed.

Fig. 150. A ready-made ad of striking design. The copy is in no-wise

**weak, and the guarantee, though briefly stated, inspires a feeling of perfect confidence. The local firm name is neatly filled in.**

Fig. 151. This is a good display ad, but the copy is treated in a very general

WHEN you are peering  
our window just notice  
our fine display of

**Landers**  
Carving Sets-Table Cutlery  
and Kitchen Cutlery

THESE goods are of interest  
at this time of the year and  
Special Prices now apply.

**Carving Sets**  
75c to \$7

**Table Knives and Forks**  
Per Set \$1 to \$2

**Kitchen Knives**  
10c each and up to \$1.50

THE HAYNES HARDWARE CO.



## Wouldn't You Balk?

Mr. Man, take a look at these two pictures. If your wife bought a common "bucket bowl" cream separator with a whirling in it like that shown on the right—and you had to wash it—you'd balk at sight. You know you would. You would not have time or patience for so much needless digging out and wiping of wings, hinges and corners. Don't ask the wife to do it—it's just as tedious for her. All "bowl bowl" separators are about equally complicated.

### LET THEM ALONE

If any body offers you a common "bucket bowl" separator, let it alone. Say to them—"I've no time for it. Too complicated—too heavy—too hard to wash—too easy to rust—to easy knocked out of shape." Avoid trouble by avoiding complicated "bucket bowl" separators of all sorts. Get a Sharpless Dairy Tubular, with its bowl quickly washed, wear for ever bowl like the one on the left. Bring the wife in and look at the Tubular. Give her to see it to you, inside and out, any time.



**LIGHT**

**SIMPLE**

**DAIRY**

**TUBULAR**

**BOWL**

**COMMON**

**COMPLI-**

**CATED**

**"BUCKET**

**BOWL."**

**North Side Hardware Company.**

way. On so prominent a brand of cutlery, something more forceful could have easily been written. Also, there should have been some prices quoted.

**English  
Cutlery  
Made in  
America**

England can still beat us in some things.

The making of fine cutlery has always been one of them.

So when the H. & R. people decided to make the best pocket cutlery produced in America—

They not only imported the best cutlery barstock to be found in Sheffield—

But they also brought over a full force of English workmen;

Men skilled in the making of hand-forged blades;

With a knowledge of accurate tempering, grinding, polishing and assembling of the parts.

That's why it's possible for us to sell this fine English cutlery at American made prices.

**BARRETT HARDWARE CO.**

# VULCAN "Best Chilled" PLOWS

Made by THE VULCAN PLOW CO., EVANSTON, ILL.



**Try The Vulcan**

WELL FITTERED, STRONG, DURABLE LIGHT DRAFT  
 1000 Fourmolded Mold, Pull 6000 lbs. Unmolded, Interchangeable Mold  
 and Moulding. Price for Four MOLD, Wide Single MOLD, Long South Chisel,  
 Fourmold Furrows and the STEEL-CURVED and BENT VULCANES chisel  
 (Price extra)

Remember, Price is Best Guarantee, Quality First,  
 FOR SALE BY

## LOUIS HOFFMAN HARDWARE CO.

Hoffman Block Vicksburg, Miss.

FIG. 155.

Fig. 152. So neatly are the cuts placed in this ad that they could have been made to form the actual border. The copy does not go into detail, but rather calls attention to the window display.

Fig. 153. Here is an ad that can be studied with profit. It possesses the important qualities of human interest, selling power, terseness all combined with a most readable display and compelling illustration. Strength is added to the copy through its depiction of the labor involved in cleaning the kind of separator shown on the right-hand side. The writer has played up his main feature strong.

**BIG BARGAIN SPECIAL**  
**39c**

These pocket knives are made by America's most famous cutlers from Wardlaw's English steel. Every one absolutely guaranteed, two and three blades, with many patterns to choose from.

Tuesday only  
**39c**  
See Our Window Display

Auto Strip  
Gillette  
Ever-Ready  
**Safety Razors**

Colt's Automatic  
Smith & Wesson  
Iver Johnson  
**Revolvers**

Remington  
Repeating Shotguns  
**\$22.50**

Single Barrel Shot Guns... **\$4.50**

Winchester Repeating  
Rifles ..... **\$12.50**

Stevens Rifles ..... **\$5.00**

Flaubert Rifles ..... **\$1.50**


Winchester and U. M. C. Ammunition  
**HUNTERS' SUPPLIES**

**W. M. STRATHERN**  
BARWARE, PAINT & GLASS  
P. O. A. Phone 14 D-1 Newkirk  
310 Braddock Avenue, Braddock, Pa.

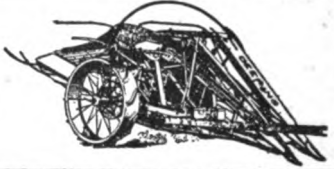


FIG. 156.

**MCCORMICK and DEERING CORN HARVESTER**



Well known to every farmer to be the best Corn Harvesters on the market for saving all kinds of row crop. It matters not how high or heavy. It will harvest your crop when it is too low for any other Corn Harvester to handle. When your crop is short you have need to save it all. We also have a large stock of repairs for both machines, so that you will not have to lose time for want of repairs when you need them.



There is many advantages in having a well known standard machine which will always have a good reputation. It matters not where you are, or where you may go, you will always find the well known and reliable McCormick and Deering Binders.

Come and let us show you these machines and give us your order so you will be sure to get a machine when you are ready for it.

**Thompson Hardware Co.**

FIG. 157.

Fig. 154. Carefully read this ad. Note how easily and logically you are carried to the climax. It is the sort of an ad that convinces and leaves a strong impression on the reader's mind. The method of manufacture rather than an exposition of details gives the selling power to this ad.

Fig. 155. The layout here is readable, the illustration of sufficient size to give an idea of the sort of plow being featured, and the copy enters into constructional details. Special uses for the plow might have been mentioned with the description. The type used for the firm signature is rather thin: a wider type would be better even if the signature occupied two lines.



Fig. 156. The illustration of the knife is excellent and stands out boldly in the ad. The special price on the pocket-knife induces the reader to come into the store where he may inspect the other values mentioned.

## Myers' Outfits for Spraying Orchards

It is important when you buy a spraying outfit that you buy the best, as a spray pump must be properly made to stand the action of the spraying solutions. In offering the Myers Spray outfits we offer what we consider the BEST spraying outfits made. Come in and let us show you how they work and why we consider them to be the best.



**Myers' Double Acting Cog Spray Pump.** No. 1413

A very powerful and easy working Spray Pump. The cog gear makes this pump as per cent easier than a pump with the ordinary handle. A special feature of this pump is a valve between air chamber and pump. This valve retains the pressure of the air chamber on the nozzles and relieves the valves. All working parts are brass, including removable Brass Cylinder. Adapted for one or two leads of hose. Price with pressure gauge and strainer..... **\$17.00**

**Myers' Steel Barrel Cart** Fig. 598



All steel barrel cart, has 35 inch wheels with 1 1/2 inch tires. Suitable for any barrel spray outfit. Price, cart only, **\$5.00**



**Myers' O. K. Barrel Spray Pump with Mechanical Agitator.** No. 1410

The most powerful barrel spray pump made. All working parts are brass, including brass cylinder. Will pump any kind of mixture, hot or cold. It works very easily and will carry some the working pressure. Adapted for one or two leads of hose. Price, pump only..... **\$14.00**



**Myers' Improved Brass Barrel Spray Pump.** No. 1411

This is a spray pump suitable for medium sized orchards. Works easily and is powerful. Adapted for one lead of hose. All working parts are brass, brass lined cylinder. Furnished with either mechanical or jet agitator. Price, pump only, **\$6.75**

For all pumps mounted on barrels ..... add 1.00  
Spraying Hose, one half inch, with connections ..... 12 & 15c per foot  
10 foot Bamboo Extension Rods, brass lined with shut off ..... 3.00  
Ministry Jr. Nozzles, the best spraying nozzle made ..... 75c ea.  
45 Brass Bends ..... 15c ea. Brass Ys ..... 42c ea.  
We carry all kinds of spraying mixtures such as Lime Sulphur Solution, Arsenate of Lead, Raw Sulphur, etc.

Write for our booklet called "Spraying, a Profitable Investment."

# O. M. Spettigue

FIG. 158.



A PLANE calls to plain people. You have tried using your tools and never solved a hard job in the line of both the work and the tempo. Get a

**SARGENT IRON PLANE**

and note how different it is from the ordinary kind. See how long the iron will hold its edge and how easy it will be to get the work right. We have them from the small 4" Skiff Plane up to 22" Fore Planes. Every one guaranteed.

**ROMAINE HARDWARE CO.**

150 Main St., Hackensack, N. J.

Telephone 408-L

FIG. 159.

Fig. 158. Here is a first-class spray-pump ad. It is detailed and comprehensive. The heading states clearly the subject of the ad, while the opening talk brings out a vital reason for buying the best in spray pumps. The four styles of pumps are admirably handled: the illustrations are clean and distinct and the text matter accompanying very thoroughly goes into the merits of each style, making it easy for the farmer to judge what style would be best adapted to his use.

Fig. 159. A neat little ad on planes. The cut stands out well and the copy is a logical sequence of selling thought. The type used for the body is rather too heavy to be read easily. A light-faced Roman would be better.

## CHAPTER XL

# Paint, Oil and Varnish Advertising

**HOUSE AND BARN PAINTS, INTERIOR FINISHES, ENAMELS, FLOOR OILS, POLISHES  
FURNITURE, REFINISHERS, ETC.**

**I**N advertising his paint department, the hardware dealer has every chance for creative work.

### APPEARANCE DETERMINES VALUE

Paint is a mighty important influence in real estate values. Appearance, other things being equal, is the determining factor in real estate appraisal. The argument in paint advertising should be based primarily on this point. Protection is a strong secondary argument calculated to reach the home owner. Following these basic arguments, descriptive points should be touched upon such as the lasting qualities of the paint, permanency of color, wide assortment, etc.

### OFFSETTING HIGHER PRICES

In featuring the higher-priced paints it is necessary to make use of the economy argument—economy of application, as the better paint goes further, and economy of labor, as fewer coats are necessary. Such an argument well presented goes a long way toward offsetting a higher price charged for quality.

### FOLLOWING THE LEAD OF THE MANUFACTURER

In advertising varnish, the hardware man can do no better than to follow in the lead of the manufacturers. Their ads feature uses for the varnish as much as the varnish itself. A good plan for a long series of effective varnish ads would be to take each article suggested for varnishing and feature it separately, showing just how the varnish effects an improvement.

The paint, oil, and varnish department of the modern hardware store has so many ramifications that it is a difficult matter to lay down any general rule for handling the advertising of the department. The nearest approach to an advertising axiom for this department is that paint, oil and varnish ads should be first suggestive as to uses and methods of application and second, pertinently descriptive of the article itself. In this way, the reader is first attracted, then convinced, which is the natural order of selling.

The ads reproduced in this chapter together with the individual comments are illustrative of practically all of the principal arguments that the dealer may profitably use.

Fig. 160. This ad does not attract at first glance, principally because of the great amount of display type used. Light-face type is needed to provide a contrast. The treatment of the text in this ad is rather too general. The top illustration has no particular value and could be omitted.



**I HAVE  
A GOOD ONE**

**A Strictly Pure  
Linseed Oil Paint**

TRY **Wear** USE  
IT **Proof** IT  
Liquid Paint

Have it for every purpose for your House,  
Farm, Floors and Interior Wood Work, also var-  
nishes and finishes for your furniture and floors.

**PRICE \$1.75 GALLON**  
Special price for house jobs.

**A Complete Line of Brushes**

**M. A. Benson, Sarnes, Michigan**

FIG. 160.



**To Keep Your Floors Beautiful**

Every woman knows how annoying it is to have unsightly spots, water stains, dirt stains and footprints spoil the beauty of her floors, stairs and woodwork. They ruin the beauty of her entire home. With you last, too.

**Johnson's Klean Floor**

With Johnson's Klean Floor any woman can keep her floors bright and clean—like new.

Johnson's Klean Floor regenerates the finish—brings back its original luster—greatly improves the appearance of all floors—whether stained with oil, varnish or other impurities.

Johnson's Prepared Wax gives the floors that soft, lustrous, artistic finish which does not show foot marks or scratches and to which dirt and dirt do not adhere. It is ideal for painting woodwork, furniture, glass, etc.

**Free Samples and Literature at our store**  
You will find the possibilities of these goods shown in our window.

**BISMARCK HARDWARE CO**

FIG. 161.

Fig. 161. This is a ready-made ad, so arranged and filled in that it has all the appearance of a local effort. The top cut very attractively shows the article in use. The talk is well worded and should create a desire for the preparations. The offer of free samples still further strengthens the ad. Also the terse reference to the window display. An ad to pattern after.

Fig. 162. Here is a very neatly arranged ad. It is not the easiest thing in the world to get action in a point illustration, but this cut does it. The copy is rather brief, but some good points are made. Altogether a good ad.

**PAINTING SEASON IS HERE!**

Make your home look new, fresh and attractive.

With our Sherwin-Williams Paints and Varnishes you can secure not only the exact colors and finishes desired, but also sufficient durability to maintain for years the artistic results obtained. They are easy to apply and go farthest.

Come in and let us help you select the right paint or varnish for whatever purpose you have in mind.

**BUNTING-STONE HARDWARE CO.**  
864-896 WALNUT ST.



FIG. 162.

**Demonstration at the Fair**

We have succeeded in getting an expert demonstrator from Cleveland, O., to come here and show the housewife how to retouch the old furniture and floors by using

**Chi-Namel Varnishes and Stains**

She will be in our booth in the Floral hall each day of the Fair. We will also give Graining Outlets to the men or women doing the best graining.

Don't fail to come and learn about this wonderful process.

Other things of interest in our booth are The Universal Use of Permatone, Food Choppers, Bread Mixer and Family Scales, Utens Filters, Carburators, Steam, Mowers and House Paints.

**PARKER & RYAN**




FIG. 163.

Fig. 163. As an announcement of a demonstration this ad does very well. It is well arranged, typographically speaking, and the text matter has a good share of human interest. The ad arouses a desire on the part of the reader to witness how the work is accomplished.

Fig. 164. The tone of this text is frank, sincere and open. While some technical points might have been introduced, it is well for the dealer to keep in mind that the average buyer of ready-mixed paints is not schooled in the art of dissecting paint formulas. Straight quality talk is more apt to win him over.



FIG. 165.



FIG. 164.

Fig. 165. Showing the strength of a well-drawn design. The cut is suggestive and leads the reader easily into the text. With a few brief sentences the writer tells how furniture is made new with slight labor of application. The color card suggestion is a good one.

Fig. 166. The heading of this ad suggests the subject at once. Note that creative talk is run first, followed by a description of the floor finishes. The reasons advanced for natural-wood floors are convincing and the liquid granite is well described.



FIG. 166.



FIG. 167.

Fig. 167. Here is a first-class spring brightening-up ad. The cut creates a desire in itself to brighten up the home furniture and fixtures. The talk emphasizes the transforming power of the finishes, the ease of application and the complete stock carried.

Fig. 168. Here is a well-written, ready-made paint ad, properly filled in with the local dealer's name and address. The simile made in the first portion of the copy is well taken. The wearing quality of paint should be emphasized strongly and the false economy of using cheap paint and renewing it often demonstrated.



**Where Paint Value Counts**

THE difference between good paint and cheap paint is the difference between a suit of clothes made by a crack tailor and one made by a bungler. The cheap suit looks all right for a short time but it hasn't staying qualities. The good suit holds its shape and color in spite of wear.

**Lowe Brothers**  
High Standard  
Liquid Paint

is good paint that gives lasting service. It is not cheap in price but certainly the most economical, since it out-wears paints of lower cost and holds so much better that fewer gallons are required.

We sell "High Standard" and the entire Lowe Brothers line because we have satisfied ourselves that we can give out trade *most* for their money in selling these reliable "Little Blue Flag" paint products.

Let us talk over with you your paint needs.

**The Hamilton Hardware Corp'n**  
30 32 BANK STREET CENTER OF CITY.  
Waterbury's Best in Hardware Col-  
ors and Tints

FIG. 168.



Want help to select colors for your house?  
We can give it:  
Our color cards, "Attractive Homes and How to Make Them," and Color Combinations are free and tell all about it.

If desired, we will submit your needs to an expert who will suggest colors. This costs you, no thing. Then use for best results

**LOWE BROTHERS**  
"HIGH STANDARD" PAINT

**COLE'S HARDW' E CO.**

FIG. 169.

Fig. 169. Here is an ad that will gain attention at once. The fine drawing of the house, the space setting it out and the neat border arrangement, make a winning combination. Note how the light-faced body type contrasts with the black of the cut and border.



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